

# The Electragist

TRADE MARK REG. U.S. PAT. OFFICE

Vol. 25, No. 7

Association of Electragists  
INTERNATIONAL

MAY, 1926

## "I Want Something Special"

FOR commercial lighting jobs where the buyer wants "something special," we make a variety of distinctive and very handsome

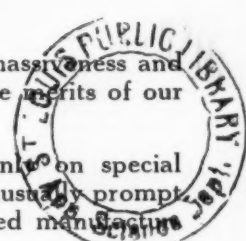
### RED SPOT

### "I Want Something Cheap"

YOU sometimes get on commercial lighting jobs where price is the determining factor. In such cases don't quit. Write Wakefield, and he will show you hangers of quality which cannot be equalled, at a price which makes competition faint.

Hangers which combine beauty, massiveness and extra richness of finish with all the merits of our standard material.

While such units are supplied only on special order, we are in position to give unusually prompt delivery service owing to improved manufacturing facilities.



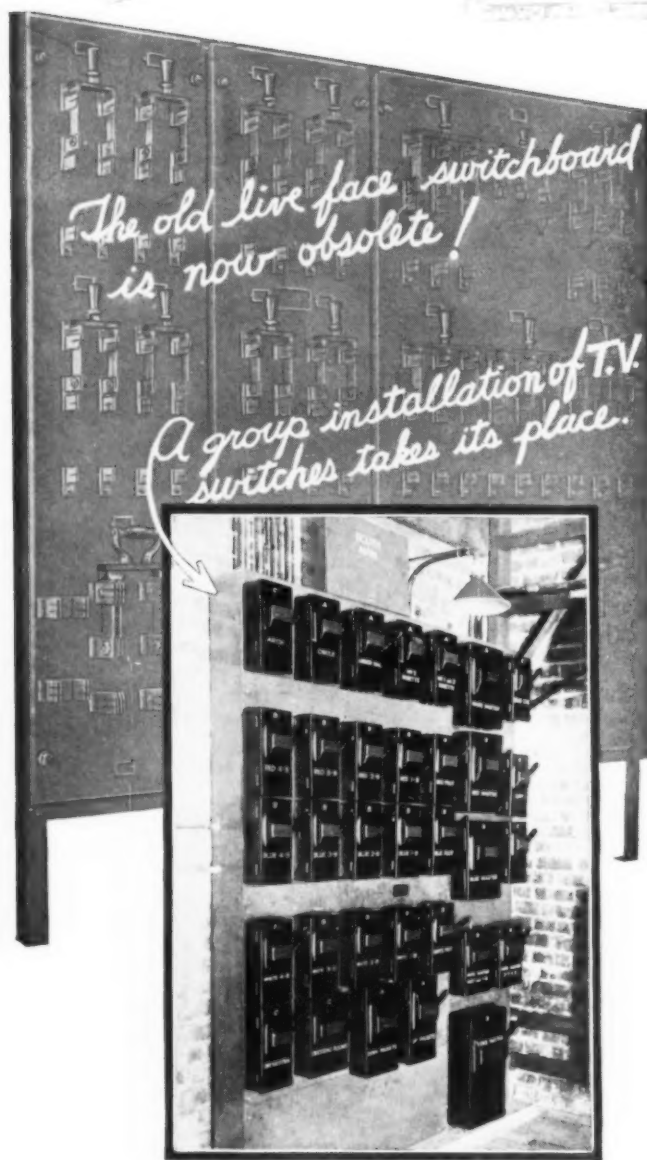
## "I Want Something GOOD"

BUT for all normal installations, Wakefield Standard "Red Spot" Hangers are America's most popular commercial lighting fixtures. The Standard Line includes chain pendant and ceiling type hangers suitable for any of the popular large urn-shaped glassware, also pendant, ceiling and bracket units for auxiliary and small space lighting. The complete requirements of any reasonable installation can be met with Standard "Red Spot" material.



THE F. W.  
WAKEFIELD  
BRASS CO.

VERMILION,  
OHIO, U. S. A.



The switchboard shown here (composed of T. V. Safety Switches) controls the stage lighting in the Novelty Theatre, Topeka, Kansas. Installed by E. L. Overton Engineering and Supply Co., Topeka, Kansas.

This picture will give you an idea of the superiority of such an installation over the old live board (as shown in the rear). The T. V. Switchboard saves space (as the "contrasting" picture shows), saves money, eliminates delays and banishes danger.

## Progress plus T.V.

has put the old open face switchboard in the "has-been" class

The horse car, the "horse-less carriage," the "Rocket" and the "Clermont" were all right in their day—but their day is gone.

Gone, too, is the day of the old live face, slate panel switchboard. A group installation of T. V. (TRUMBULL-VANDERPOEL) Safety Switches takes its place—as shown on the left.

The T. V. installation is first, last and all the time SAFE; all live parts are enclosed; no guards, human or otherwise, are required. Each individual switch can be padlocked insuring access by authorized persons only.

Nothing can equal this T. V. line-up for convenience; no long w-a-i-t-s for a board; the switches can be secured from jobber's stock, assembled right on the job and built up to meet different installation conditions; and new circuits can be easily added at any time.

The connections are made with cable carried in the pull boxes and through the backs of the switches; the cables are accessible by removing the screwed on pull box covers.

Yes, Brother, T. V. does build with your needs in mind—that's why TRUMBULL-VANDERPOEL Safety Switches are getting the call from good contractors everywhere.

*Nationally stocked by the better jobbers*



**THE TRUMBULL-VANDERPOEL  
ELECTRIC MANUFACTURING CO., Inc.**

BANTAM, CONNECTICUT

*Makers of Good Switches since 1912*



# *The Electragist*

(The National Electrical Contractor and The Electrical Contractor-Dealer)

Official Journal of the  
Association of Electragists—International

Vol. 25

MAY, 1926

No. 7

## The Fallacy of Power Company High Pressure Sales Programs

*Facts Prove that Central Stations Are Interested not so much in  
Load Building as in Dollars and Cents Sales Volume—Where  
Electrical Dealers are Encouraged Results are Positive*

**D**URING the past few years there has been an urge from within the central station industry to enter more actively into the retailing of electric devices. The reason given is the need for building up the load. There are even those who urge intensive merchandising as a load factor builder.

During the war a great many central stations either discontinued or very materially reduced all merchandising activity. The reason given at the time was that the electrical contractor-dealer should be given an opportunity to show his ability to develop this class of business. During this time great numbers of electrical contractors opened stores and the above reason was not hard to accept. On the other hand, it must not be forgotten that during those years there were few central stations with surplus capacity. In not a few cases word went out to discourage all new load except that which was "essential." In one large eastern city an electric show had to be abandoned because the central station was adverse to anything which might add new customers to its lines.

Times have changed. Now there is surplus capacity everywhere available. New plants of mammoth size have called for load and load they must have. Every day that the investment is

idle means so much loss to the stockholders. So the central stations have turned to intensive retailing.

There is always a question as to whether or not the central station accomplishes its purpose by intensive retailing. Generally speaking, the prices charged by the utilities are standard retail prices, but the terms they use to attract custom are such as to discourage other retail outlets for electrical goods.

### Time Pay Practices

Payments running from twelve months to two years with as little down sometimes as \$2 on a high priced washing machine and no financing charge are terms that no electrical dealer can successfully compete with.

The central station commercial men have no hesitation in selling on such terms because payments are made with the light bills and while the company cannot discount service for failure to pay an installment account, no effort has been made to disillusion the public on this point.

The outlets for electrical appliances are so numerous today that it would seem the height of folly for any central station to enter into unmeetable competition with them.

The only retail outlets that will ever be able to compete with such terms as

the utilities offer will be large department stores. They will compete because they do not have to pay the same heavy individual sales commission—because they can cut prices to make leaders of nationally advertised goods—because they do not have to give free service.

The electrical dealers are finding it harder and harder to maintain volume in places where the central station sells on such wide terms without protecting them. They find three courses open: Go out of the retail business, and many have done so; sell a line of lower quality or secure sole rights on a quality line. This latter has been done, but it is not easy.

If the central stations force the sale of appliances out of the electrical dealer's store into the dry goods store they will find more appliances go into disuse because of the trouble in getting service. The electrical dealer has been a powerful factor in keeping the appliances he sells in use.

The central stations have tried to defend their merchandising activities on the ground that load is needed. As a matter of fact, the commercial men have not been interested in load. They have bent their efforts to increase the gross sales volume, and their attention was directed largely to high value merchan-



dise, notwithstanding the fact that it was exceedingly poor as a load builder or as an income producer.

The following figures presented re-

cently by H. S. Sladen, general manager of the Kansas Gas and Electric Company, to a district managers' meeting prove the point:

#### ANALYSIS OF SALES AS REVENUE PRODUCERS

A—No Revenue	Gross Sales	Est. Annual Revenue from KWH Sales	Total Selling Cost
Fuses .....	\$ 1,498.47	None	\$ 427
Other Lighting Fixtures .....	7,146.41	None	2,030
Shades, Glass and Metal .....	1,571.96	None	446
Miscellaneous Appliances .....	19,226.46	None	5,460
Motor Repairs and Parts .....	1,436.17	None	407
Range Repairs and Parts .....	1,225.52	None	348
Appliance Repairs and Parts .....	9,844.92	None	2,800
Lamp and Appliance Cord .....	2,327.99	None	652
Miscellaneous Supplies .....	32,437.98	None	9,200
Job Orders Billed .....	57,576.76	None	16,350
Lamps—Mazda .....	45,688.00	None	13,900
Radio Accessories .....	22,555.75	None	6,400
Lamps—Floor and Table .....	12,303.36	None	3,500
<b>TOTAL .....</b>	<b>\$214,839.68</b>	<b>None</b>	<b>\$61,020</b>
<b>Percent of Total .....</b>	<b>32%</b>		<b>32%</b>

B—Large Volume, Small Revenue	Gross	Est. Annual KWH Sales	Total Cost
Vacuum Cleaners .....	\$ 62,376.73	\$ 540.96	\$17,700
Radio Sets .....	39,929.43	466.56	11,350
Washing Machines .....	192,069.31	369.12	54,600
Waffle Irons .....	3,401.40	286.08	920
Curling Irons .....	2,057.65	217.20	582
Heating Pads .....	2,158.72	113.20	612
Sewing Machines .....	7,845.78	46.08	2,128
Sewing Machine Motors .....	1,098.07	31.20	312
Ironing Machines (Gas Heated) .....	8,984.02	15.36	2,550
Fireless Cookers .....	336.40	4.80	95
*Miscellaneous Small Appliances .....	6,471.26	737.36	1,840
<b>TOTAL .....</b>	<b>\$326,728.77</b>	<b>\$2,827.92</b>	<b>\$92,690</b>
<b>Percent of Total .....</b>	<b>48%</b>	<b>16%</b>	<b>48%</b>

\*Includes Bake Ovens, Chafing Dishes, Disks and Grills, Dish Washers, Immersion Heaters, Vibrators and Tank Heaters.

C—Small Volume, Large Revenue	Gross	Est. Annual KWH Sales	Total Cost
Refrigeration Machines .....	\$ 65,161.85	\$ 8,960.00	\$18,500
Signs .....	6,029.48	1,987.50	1,715
Ranges .....	5,732.77	936.00	1,625
Percolators .....	5,582.89	680.00	1,585
Irons .....	17,301.37	643.20	4,900
Ironing Machines (Electric) .....	6,500.00	384.00	1,845
Toasters .....	2,343.91	353.28	666
Pumps .....	2,453.75	224.00	695
Fans (Desk) .....	23,305.00	203.20	6,625
Ceiling Fans .....	3,651.00	198.00	1,035
Other Motors Under 1 HP .....	821.68	32.00	233
<b>TOTAL .....</b>	<b>\$138,883.70</b>	<b>\$14,569.18</b>	<b>\$39,424</b>
<b>Percent of Total .....</b>	<b>20%</b>	<b>84%</b>	<b>20%</b>

	Gross	Per Cent Total	E. A. R From K.W.H. Sales	Per Cent of Total	Total Selling Cost	Per Cent of Total
Items of No K.W.H. Return.....	\$214,839	32	None	—	\$ 61,020	32
Items of Small K.W.H. Return	326,728	48	\$ 2,828	16	92,690	48
Sub-total .....	\$541,567	80	\$ 2,828	16	\$153,710	80
Better Revenue Producers .....	138,884	20	14,569	84	39,424	20
<b>Total .....</b>	<b>\$680,451</b>	<b>100</b>	<b>\$17,397</b>	<b>100</b>	<b>\$193,134</b>	<b>100</b>

"On the basis that 20 percent of our selling expense produces \$14,569 in annual revenue," said Mr. Sladen, "if 100 percent of our selling expense had been applied to the sale of the better revenue producing merchandise our annual revenue from KWH consumed would have been \$72,846, or an increase of \$56,277, which is 400 percent.

"Using another illustration: we sold during the past twelve months 1,538 washing machines, the estimated annual revenue from which is but \$369.12. The selling expense was \$35.50 per washer and for these 1,538 washers was \$54,600, a little less than one-third of the total selling expense. I understood 20 percent of all washing machines sold are replacements. We must, therefore, reduce our annual revenue by \$79.22, or the annual revenue from the 1,538 washing machines would be \$289.90. If we had devoted this \$54,600 of selling expense to the sale of Kelvinators and had consequently sold 1,538 you can see our annual revenue would have been increased by \$48,926.10, or 16,870 percent.

"Consider a moment the selling expense figures shown you. During the past twelve months we have spent in the sale of washers and vacuum cleaners a total of \$72,300, 50 percent of which, or \$36,150, has been charged to commercial expense operating accounts. To offset this charge of \$36,150 we are deriving an annual revenue of only \$900. Is that good business? No. Not from an investment point of view, for \$900 is approximately 2½ percent on \$36,150.

"It would look as though we are charging to our operating expenses a much greater portion of the selling expense than is justified for such merchandise as washing machines, vacuum cleaners or those appliances which return a comparatively small revenue from kilowatt hours consumed. Haven't we, therefore, been fooling ourselves in our figure for net from merchandise sales?"

These figures prove that the central station, if what it really wants is load, would do far better to concentrate its energies on such appliances as ranges, water heaters, large air heaters and refrigerators. They are large energy consumers and moreover they are of the type that can be merchandised by the central station aggressively without interfering with the business of numerous other outlets.



A growing number of central stations are awakening to the understanding that they can secure the greatest increase in load only by encouraging the electrical dealers. Within the last few months two of the large California companies, the company in Philadelphia, in Boston and in Hartford have developed plans which will enable the electrical dealers to compete for the public's dollar on the same basis as the power company.

On the other hand, there will be found companies such as those in Louisville, Ky., and New Castle, Pa., which do not merchandise, but which do so encourage the local dealers that they are building rapidly for the utility.

A utility is first and foremost a manufacturer and distributor of electric energy. It is entitled to build its load and develop its service. On the other hand, a utility is not altogether a free body. The public is entitled to the widest use of energy at the minimum rate. If a utility makes it difficult for other retailers to compete except with

inferior articles the public is not being served in the manner to which it is entitled. If this aggressive policy results in a merchandising loss, such loss is capitalized and the public penalized. And if the loss so incurred is not absorbed by the profit on the energy revenue from the sale, then the public is victimized.

The utility needs a commercial department, but such a department, it has seemed to some students of the situation, could be made far more profitable, so far as the development of residential load is concerned, if it created a public demand and encouraged the dealers to supply it. The expense and responsibility would be small while all retail outlets would contribute to the building of this load.

Such a policy is practiced in New Castle, Pa., and each year the New Castle Electric Company, which is part of the Penn Ohio System, through its superintendent, Louis B. Round, canvasses all dealers for their sales during the year. It has just completed such a sur-

vey of appliance sales for the year 1925.

There are 75 dealers in New Castle that sell electrical appliances. In 1925 they sold such devices to the aggregate amount of \$514,961.25, an increase over the previous year of \$157,000, or almost 50 percent. These same dealers have estimated 1926 to show even a better gross increase.

The total increase in connected load as the result of these sales was 3,621 K. W., while the estimated annual increased revenue was \$57,490.92.

And here it should be noted that this revenue from energy sales is not for the one year in which the goods were sold, but for every year as long as the appliances remain in service. It does not take much figuring to see that this makes a quarter of a million in less than five years.

New Castle is not a large place. The company has less than 12,000 residential customers, yet these 75 retail outlets made 16,826 appliance sales during 1925—an average of \$45 per residential customer.

#### REPORT OF APPLIANCES SOLD IN NEW CASTLE, PA., BY EACH CLASS OF MERCHANTS DURING 1925.

Appliances	Electrical Dealers	Hardware Stores	Furniture & Dry Goods	Drug Stores	Total	Total Estimated Annual Revenue	Estimated Annual Revenue per Appliance
Flat Irons .....	868	470	544	132	2014	\$11,600.64	\$ 5.76
Sweepers .....	1767	44	206	2	2019	3,634.20	1.80
Washers .....	1101	274	198		1573	3,397.68	2.16
Toasters .....	201	93	153	59	506	1,214.40	2.40
Ironers .....	143	12	17		172	{ 165.60 440.64	1.20* 12.96
Percolators .....	155	65	75		295	1,239.00	4.20
Ranges .....	8	4			12	648.00	54.00
Cookers .....	114	1			115	1,380.00	12.00
Bath-Room Heaters (Cozy-Glow and Radiant)	64	41	34		139	695.00	5.00
Refrigerators .....	35	12			47	940.00	20.00
Curling Irons .....	322	81	525	317	1245	622.50	0.50
Fans .....	341	107		34	482	482.00	1.00
Grills .....	35	19	105		159	715.50	4.50
Waffle Irons .....	82	13	3	44	142	213.00	1.50
Vibrators .....	28	1		26	55	55.00	1.00
Violet Ray Machines .....	10	1		21	32	32.00	1.00
Heating Pads .....	110	17		52	179	179.00	1.00
Hot Plates and Table Stoves .....	71	46			117	1,404.00	12.00
Sewing Machine Motors .....	35	3	5		43	43.00	1.00
Hair Dryers .....	9	2			11	11.00	1.00
Immersion Heaters .....		50			50	75.00	1.50
Dish Washer .....	1				1	2.50	2.50
Soldering Irons .....	36	22		1	59	29.50	0.50
Utility Motors .....	25	2			27	27.00	1.00
Kitchen and Bedroom Lights .....	2170				2170	{ 7,030.80 4,687.20	6.48† 4.32
Table Lamp .....	193	109	584		886	4,252.80	4.80
Stand Lamp .....	83	24	686		793	3,425.76	4.32
Boudoir Lamp .....	399	59	1984		2442	2,637.36	1.08
Battery Chargers .....	275	422			697	5,018.40	7.20
A-Battery Eliminators .....	75	89			164	492.00	3.00
B-Battery Eliminators .....	2	121			123	369.00	3.00
Combination-Battery Eliminators .....	1	12			13	78.00	6.00
Water Systems .....		44			44	253.44	5.76
Total Sales .....	8,759	2260	5119	688	16,826	\$57,490.92	

\*There were 138 gas heated ironers and 34 electrical heated ironers sold in 1925.

†There were 1085 kitchen lights and 1088 bedroom lights sold in 1925.

# Comstock Sees No Let-Up in Large Construction

**Two Basic Factors—Financial Situation and Demand for Modern Buildings—Are Such as to Assure Electrical Contractors of Continued Heavy Operations**

**"E**LECTRICAL construction in large buildings will undoubtedly continue without diminution for the rest of this year nor do I look for any great slump in this class of building next year."

Such was the answer of L. K. Comstock, chairman of the Board of Directors of L. K. Comstock & Co., when asked if business was keeping up and how long before he expected a decrease in new building. Mr. Comstock's company is one of the largest electrical contracting organizations in the United States and operates in many of the important centers.

"For the past two years," said Mr. Comstock, "our monthly payroll has varied very little, and as near as we can judge it will continue at about the same level for some time to come."

"There has been much talk about a building depression, but I do not agree with the 'calamity howlers.' There are two great factors which influence large building operations today, and it is only by a close study of these basic influences that we can make forecasts with any reasonable degree of assurance."

"Naturally, the general financial situation is first. It requires money to finance large operations and this money must be secured at rates that will not be too burdensome later on. This requires a free money market."

"Such a money market we have today. There was some reason perhaps for uneasiness a few months ago, when the stock market was rising and money on call was being quickly swallowed up by stock market operators."

"Lately, however, there has been a reaction and prices of stocks have tumbled. This bear raid on the stock market released millions of dollars, which according to the latest Federal Reserve Board Bulletin, has readily been absorbed in commercial operations."

"When general business is borrowing,

as it is today, we are in a favorable and healthy economic condition. It is true that individual businesses sometimes borrow to tide them over a tight situation, but generally speaking business borrows money in order to finance a growing volume and to make an even larger volume possible."

"With general business freely absorbing money, it is evident that we are not facing any sudden retrenchment. On the other hand, it should be apparent that expansion of business requires more room and therefore building construction must go forward."

"New building in the United States during the first quarter of the year totals \$1,500,000,000 comparing with \$1,240,000,000 for the same period last year."

"There is the other basic factor in large construction that has not been given the proper consideration by building market analysts. We must modernize our buildings."

"Even where business is not expanding sufficiently to require additional room, new building will go on. The

American method of doing things demands that we tear down and rebuild."

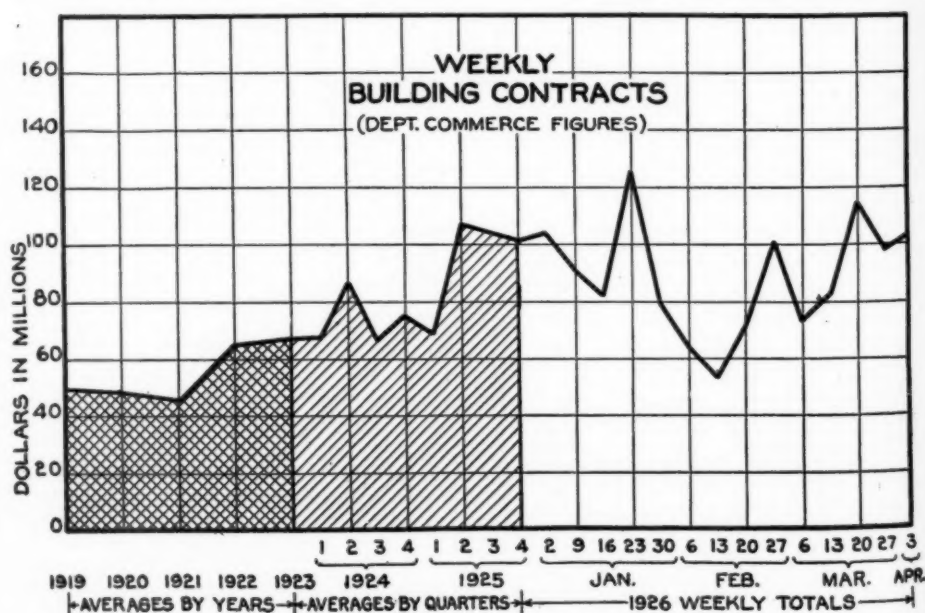
"Buildings on Fifth Avenue, New York, that will come down in a few months would be considered modern in any first class city of Europe, but situated in New York City on extremely high priced land they cannot justify their continued existence."

"Buildings are giving way to new structures today not because they are no longer habitable, but because newer buildings rob them of their tenants and each year as they are further away from modern standards it becomes more and more difficult to secure and hold tenants at profitable rentals."

"Each new building is just a little better equipped for efficiency and convenience than its neighbor. There is thus a very active competition for tenants."

"New modern buildings appear to have no difficulty in renting all floors. Where do the tenants come from? They naturally must for the most part come from less desirable buildings. In many

(Continued on Page 32)





# Is the Red Seal Plan Limited to New Homes?

## A Definite Answer

By W. L. GOODWIN and O. C. SMALL of  
The Society for Electrical Development, Inc.

EVERY day The Society for Electrical Development receives requests for information about the Red Seal Plan. This in itself shows how wide is the interest in the plan and indicates that it is taking hold in the industry.

Among these requests, from time to time, we have questions propounded which cannot be answered concisely because to make the matter entirely clear considerable explanation is needed. When it is not possible to answer "yes" or "no," without circumlocution or explanation, there sometimes arises in the mind of the questioner a feeling that the undertaking is not as clear cut and definite as it should be. This statement is, of course, more true of a new activity than of one of long standing, because in planning and developing something which is a radical departure or which is designed to overcome a fundamental weakness in any industry situations arise from day to day that must be met and may necessitate changes in policy. These changes bring in their train the need for explanation, dissemination of revised information and may, in a sense, undo some of the constructive work that has previously been done.

With these few words of introductory explanation, it gives us great pleasure to be able to answer "yes," without qualification, to a question which has recently been propounded by the editors of THE ELECTRAGIST. The question is "Can houses already wired be brought up to Red Seal standards and receive a Red Seal Certificate?"

The letter which brought this query contained other questions which are subordinate to, but which hinge on the reply to the main question. It is pleasing to note that in asking the question the editors of the paper stated very definitely that the Association of Electricians, International, of which their

**THE following, according to The Society for Electrical Development, comprise the elements of the Red Seal Plan, as concisely covering its purpose, its methods of control, its method of operation and its value:**

(a)—Its purpose is to assure adequate wiring for the convenient use of electric service.

(b)—It is copyrighted and fully protected in the United States by The Society for Electrical Development.

(c)—It is operated through electrical leagues and other local organizations which are granted licenses by The Society for Electrical Development.

(d)—Licenses are granted only to local organizations which have the facilities and resources to operate the plan according to certain conditions laid down by the Society.

(e)—Licenses will only be granted to local organizations operating in communities where there is adequate provision to take care of the safety features of an installation.

(f)—The Red Seal requirements may vary in each community. They are drawn up by the local organization, but in every case, must receive the approval of the national organization.

(g)—These requirements, which finally become the local specifications do not apply to brand, make, nor style of appliance, equipment, fixtures or material used. They apply only to the wiring installation and the general plan for providing adequate electric service.

(h)—The identification mark of a Red Seal installation is a Red Seal

Emblem, which is copyrighted, and can only be used in accordance with conditions laid down by the Society.

(i)—The final identification mark of a Red Seal installation, after inspection and approval, is a Decalcomania Red Seal Transfer affixed to some part of the permanent wiring equipment and a Red Seal Certificate, which is presented to the home owner.

(j)—All phases of the Red Seal Plan have been developed in the most careful manner and with the best legal advice.

(k)—The Red Seal Plan gives the public a yardstick whereby it can measure a wiring installation that will provide reasonable facilities for the use of electric service.

(l)—The Red Seal Plan gives the electrician an irrefutable argument, which he can use in selling a more adequate installation.

(m)—The Red Seal Plan places in the hands of the realtor, the architect, and the builder a talking point which enables him to sell a more convenient home, which means a better home at a better price.

(n)—The Red Seal Plan means more business for every branch of the industry.

(o)—The Red Seal Plan will create good will for the industry on the part of the public because it helps the industry in furthering its work of performing a service for the public good.

organ is the mouthpiece is 100 percent behind the Red Seal. This is to be expected, as the Red Seal Plan to assure adequate wiring for the convenient use of electric service in the home, is a business builder for every branch of the industry and the electrician benefits directly to an extent comparable with his belief in the plan and his efforts to further its application.

One of the sub-questions asks if any already wired homes have been re-wired to bring them up to Red Seal standards.

As far as we know no already wired homes have been re-wired. There is no reason why there should not be specific cases to which we could point, but the obvious explanation is that in any plan of this kind there must first be created in the mind of the public an understanding of the benefits to be obtained from the plan and a definite desire to take advantage of those benefits.

In order to create this desire on the part of the public and because it is the logical and easiest method of approach,



practically all of the effort to date has been directed to selling the idea of Red Seal installations to those building new homes. By enlisting the interest and support of realtors, architects, builders and electrical men to sell the public on the desirability of adequate wiring in new homes, it will in turn facilitate selling the idea of re-wiring old homes to bring them up to a modern standard of electric service utilization.

The possibilities for business in this direction to all branches of the industry are apparent when we appreciate the fact that there are some 14,000,000 wired homes in the country, the average of which is less than 25 percent adequately wired.

#### Keeping Up Volume

Further, by inducing the owners of old homes to have their wiring facilities increased to Red Seal standards, it should aid materially in keeping up the volume of wiring business throughout the year. This would be an ideal situation, as not only would it be the answer to the present fluctuation of wiring business with which the contractor is confronted, due to a building season of greater or lesser strength, but it would react all along the line to the advantage of other branches of the industry.

To show the trend of thinking in this matter of wiring old homes it seems pertinent to quote something which occurred at a meeting of one of the leagues where the final stages of organization were being completed to permit of obtaining a license to operate the Red Seal Plan. A real estate agent asked if the wiring of an old home could be brought up to the Red Seal standards. The representative of The Society for Electrical Development present answered in the affirmative, and in response to his inquiry as to what prompted the question was informed in substance as follows:

"A client of mine asked me to dispose of his house for let us say a price of \$10,000. I told him that I would have to look it over to see if it was worth the money. I made the necessary inspection and suggested certain improvements and repairs. He demurred about making these changes and I told him that it was impossible for me to offer the house at the price indicated by him because it was not worth it. This leads me to see the opportunity that will be

placed in the hands of the real estate agent who, when placing a house on the market for sale, in addition to stating that the house is modern as to plumbing and other commonly understood essentials, can also say that it is the last word as far as electrical convenience is concerned."

The question as to how publicity can be given to Red Seal re-wiring work is one which it would not seem necessary to endeavor to answer at this time. With an understanding on the part of the public as to what the Red Seal Plan means and the definite desire for electrical convenience established, plus the ability to advertise a useful standardized service at a fair price, there will be no dearth of legitimate ways and means of doing the advertising necessary. The demand will be created through the new homes now being wired to conform with Red

Seal standards, which in turn will spread not only to old homes, but to stores, offices and buildings of all kinds.

For those in the industry who may read this article and who do not appreciate how far the Red Seal Plan has been developed to date, it might be well to say that some 55 local organizations have been licensed to operate the plan and that they cover a territory which includes some 750 communities of 500 population and over with a total population of over 15,000,000.

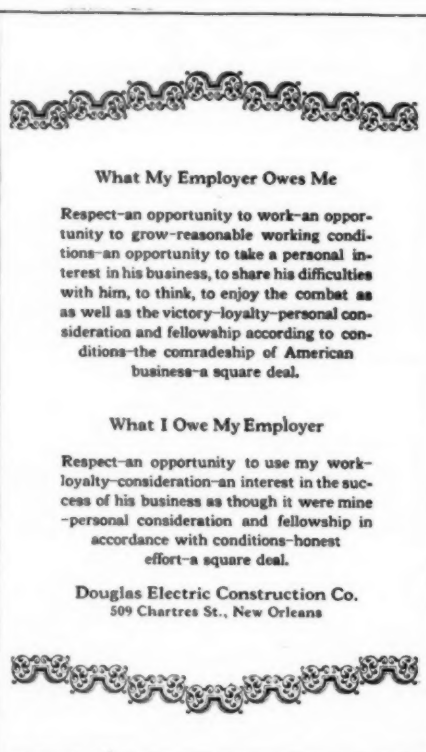
The Red Seal Plan is sound. It is designed to overcome a fundamental weakness in the industry, that of inadequate wiring, with which the industry has been struggling since its inception, and the two all-comprising groups which benefit directly from the Red Seal Plan are the industry and the public.

## "What My Employer Owes Me"

An unusual and an effective method of promoting employee relations was adopted some time ago by Roydan R. Douglas, president of the Douglas Elec-

tric Construction Company, New Orleans, that the employer owes him something besides a certain amount in the weekly pay envelope. The card shown in the illustration was one means of letting the employees of the company know this and this attitude, according to Mr. Douglas, has borne fruit in the development among the men of a very loyal spirit toward himself, the company and their work.

"I have always been of the belief," he writes, "that employees should have placed before them what their employer owes them as members of the human family and also what they owe him. I have had great results from the workmen in my employ along these lines, showing them I am proud to have their confidence and that if I can assist in any way to straighten out any of their difficulties I am at their service. On the other side of the question I have instilled in them, from my superintendent down, loyalty to the house they are working for, pride and interest in their day's work, a day's pay for a day's work. The real target I am firing at is, of course, beyond mere dollars and cents. It is the fellowship of the human family." Another card gotten out by Mr. Douglas carries a quotation from Longfellow regarding the "honor in business that is the fine gold of it." He has founded his business on that philosophy.



Roydan R. Douglas Has Distributed This Card to All His Employees

tric Construction Company, New Orleans. It is to admit to the employee

# "All-Metal" Has Not Handicapped Denver's Electrical Growth

## Education, not Lower Standards, will bring More Outlets and a Greater Appreciation of the Value of Electric Service

By S. W. BISHOP,

Executive Manager, Electrical League of Colorado

RECENTLY considerable discussion has been heard in electrical circles concerning higher costs of electric wiring installations and the alleged reduction in the use of electric service as a result. Partial consideration of this problem has, no doubt, been occasioned by the introduction of unarmored cable.

While a definite issue has been presented by this new product, it is not the intention or idea of this brief article to inject any controversy from that angle; in fact, the sole premise for present consideration is the necessity for education—education of the public by the industry whereby its finished service will be sold.

Merchandising experts agree that in the sale of electrical appliances too much time has been spent in stressing mechanical details, most of them of foreign importance to the customer. The logical and vulnerable points for presentation they say is the joy, the pleasure, the labor saving, the convenience, the utility, the satisfaction and saving which automatically comes from the use of such equipment.

### The Real Appeal

A former washing machine executive who is now engaged in the sales of electric refrigerators used to say that "the bloom of youth" was the big appeal to the woman customer and not whether the washer was galvanized or copper or had a certain make motor.

With the acceptance of the idea that adequate electric wiring is the bottleneck through which the appliance and portable lamp business must pass, if constructive selling applies to the equipment itself, then surely the same must be true of the wiring through which the equipment is served.

Among the various factors to be con-



S. W. Bishop

sidered in promoting higher wiring standards and costs are two for primary consideration. The first is the natural improvement in wiring installations, both as to quantity and quality. Everybody knows the improvement made by the plumbing industry along this line. Certainly the bathroom of today is revolutionized according to standards existing at the beginning of the century.

From a point as far down the scale as that now occupied by the electrical industry the percentage of cost of various services entering into the construction of a home, the plumbers have improved and increased their business to the third item of importance in home building. Where they receive ten cents of the builder's dollar the electrical industry has to be satisfied with two cents, according to the United States Department of Labor reports.

Of course, some of our electrical friends will point to the accomplishment of the electrical industry in starting from nothing flat following the

Civil War to the two percent of today.

How about other phases of home construction such as roofing, hardware, paints and glass? Every item has been improved and increased in cost and certainly no one has seen the advent of roofless or windowless buildings, but in some parts of the country buildings can be found almost without electrical outlets.

### Varying Standards

The second point of importance concerns the varying wiring standards found throughout the country. If it were not for the experience obtained where higher standards prevail, it would be difficult periodically to improve and perfect the National Code. Moreover, progressive communities cannot be expected to "mark time" awaiting the approach of what might be termed the "going standard" of wiring applicable to average conditions. Education and not autocratic authority has brought these higher standards about. If the line of least resistance had been followed unarmored bell wire would still be used for lighting service.

### Wiring Codes

Certainly it would be presumptuous to claim that one system of wiring is, without any qualification whatsoever, superior to some other or all other systems. Where the item of safety both to property and human life is concerned that matter is left with the various wiring codes. It then becomes a matter of interpretation and efficient inspection.

The extent to which conductors are insulated or armored still remains a matter of practice and the development of new ideas up to the present time has in the most part been conservative. Yet there has been a decided tendency to



strive for higher standards and the increased cost has been found inconsequential as a deterring factor. Where the electrical industry has striven for an ideal there has been a quicker acceptance on the part of the public because of its faith and belief in the industry as being best qualified to speak.

Lest there be a deviation from the fundamentals under consideration, let it be stated that no branch of the industry, or individual within the electrical industry, can question that which is fair or equitable to the court of last resort, namely, the consuming public. In other words, if one wiring system can be proven equal to all other systems under similar conditions and be provided at less cost, then it is up to the industry to provide that which is economically just.

But, and here is where a number of rubs come, how much difference in cost does one find on a completed wiring job between the various systems employed? Resolving the matter into one concerning material only, there are a number of other factors, chiefly of a labor nature, that would upset and unbalance the differences in cost accruing from material savings. Caliber of workmen and standards of wages alone would prove sufficiently uncertain factors to prevent logical comparison of finished costs which would be applicable to all parts of the country.

#### Educating the Public

To the average man there has always been a certain amount of mystery concerning methods of wiring, yet on a finished job that same man does not hesitate to string lamp cord on nails or run extensions under carpets in order that electric service can be made available at some particular point.

Previous lower wiring standards, lack of education, and an absence of constructive selling on the part of the industry are more responsible for conditions of that nature than is the potential cost of a good wiring job. Why have so many electrical leagues been established if it were not for the conviction that a channel of non-commercialized education of what constitutes better wiring has been provided? Why should there be a Red Seal standard by which minimum wiring standards can be measured if the electrical industry has constructively sold its service to the public?

More outlets will not be installed in

a house wiring job simply by cutting certain minor cost items. This is proven by conditions found in every large city where some small independent contractors without a place of business and doing most if not all of their work have little else but price on which their services can be sold. In such cases the usual practice observed has been to eliminate outlets by telling the customer that some are superfluous and by cutting them out, a cheaper wiring job can be done. And sometimes other outlets are cut out without the knowledge of the customer.

If higher wiring costs are the sole responsible factor for the decrease in outlets, how about those cities having the so-called "All-Metal" standards? Are there fewer outlets per room and per home and is there a decreased use and appreciation for electric equipment? Does this standard representing a potentially higher cost discourage the installation of outlets? Do other improvements in the local code regulations of those cities make those cities "back numbers" electrically?

Reporting only those conditions found in Denver, the pioneer "All-Metal" city, the answer in every case is No. Not alone does the city require conduit for all wiring done within the city and county of Denver, but it must be galvanized. Safety type entrance switches are to be required in the municipal electrical code now being revised. Likewise the installation of wall

switches will be required in rooms having exposed plumbing or certain types of floors. And the installation of convenience outlets will be made mandatory in certain principal rooms similar to the provision in Portland, Ore.

In the last named item this provision is not being made because there is an absence of outlets in the average case, but rather to prevent the development of fire hazards in the exceptional case where sufficient outlets are not available.

The "All-Metal" requirements have not hurt Denver electrically, nor have they slowed up electrical progress. The reports of the city electrician prove that. Citizens of Denver expect good electrical work and in many cases demand it if there is any question in their minds. All branches of the industry are given the opportunity to criticize or subscribe to the establishment of wiring standards.

Denver is also a pioneer in the electrical league movement. The Red Seal Plan has been established. The industry for years has been a strong believer in educational activities. Undoubtedly there are many other cities with a similar background.

If the electrical industry—every branch of it—will only spend as much time constructively selling the idea of adequate electric service as is being done in trying to cut cost corners an increased volume of business is inevitable. Education will produce results. It demands them.

## Experiments Prove Effectiveness of Illuminated Signs

PEOPLE, like moths, head straight for a light and a moving, colored light attracts more people than still illumination. This was revealed in an experiment conducted by the New York Edison Company in connection with the fourth annual Electric Sign Show, the results of which were announced by Arthur Williams, vice president.

The experiment proved that the poet who sang of the desire of the moth for the flame hit on a deep psychological truth.

The first stop in the Edison company's experiment was to place two identical bulletins, one illuminated and the other plain, on either side of the main aisle at the Electric Sign Show. Of the two bulletins, the lighted sign attracted more

than twice as many spectators as the unlighted bulletin. The second step of the experiment was to remove the unlighted bulletin and put in its place the same sign in moving lights. Almost immediately the crowd drew away from the sign illuminated by still lights and headed straight for the sign in which the effect of motion was obtained by using a flasher.

Another part of the experiment was to place under the ordinary poster in the showroom window announcing the exhibition a revolving disk of colored light that threw off constantly changing prismatic colors. Immediately the number of passersby who stopped before the showroom window was more than trebled.



# What's the Matter with the Motor Business?

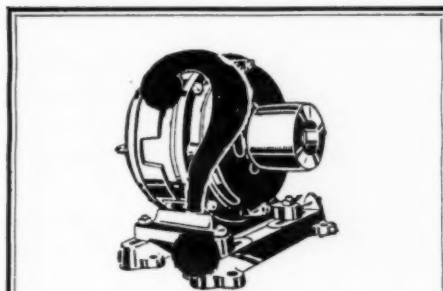
**N**OBODY in the electrical motor business seems satisfied. The manufacturers claim that they are not making any money and certainly the electrical contractor is not getting rich on his margin. What's wrong?

If you want to start everybody talking at once just mention motor selling to a crowd of contractors. If you talk business conditions with the motor manufacturer he will immediately point out that costs are higher than they were a few years ago, but prices are considerably lower.

The contractors claim that they can sell motors if the manufacturers will give them a reasonable margin or even if the manufacturers will respect the margin they are offering today. But no, the manufacturer and the jobber, not to be outdone, will sell direct to the contractor's customers for the same or lower prices than the contractor has to pay.

This condition has monopolized so much of the conversation at meetings of late that it seemed best to look into the matter to find the underlying cause. The economic conditions that cause such trade situations are seldom to be found on the surface.

Manufacturers and jobbers are selling the contractors' customers not so much because they do not want to sell through the contractor, but because they are looking for the opportunity to get the jump on each other. There is a mad scramble for every order. The



A questionnaire was sent out recently to the members of the A. E. I., asking them for some data on the motor business they are doing. From their answers this article was written. Before it was put into type the story was submitted to a prominent man in the motor manufacturing business for his criticism and comment. The reply he gave was, "I wouldn't change a word of it and I hope you will send a copy to every motor manufacturer." He felt, as we did, that the article bares some of the ills that at present afflict everyone in the motor business, from the manufacturer down.—The Editor.

whole trouble is that the manufacturers have not had the courage to pay the price of their war folly! Sooner or later they will have to meet this bill. The story is told in the following figures on sales of motors for 1914, 1919 and 1923:

CLASS	1914	1919	1923
Fractional horsepower	\$1,190,564	\$4,920,311	\$23,939,172
One horsepower and over			
D. C.			
Value	\$9,799,661	\$20,200,313	\$13,865,447
Horsepower	553,332	734,691	533,394
A. C.			
Value	\$16,603,712	\$52,430,381	\$35,586,235
Horsepower	1,600,964	2,559,526	4,044,884
Fans			
Value	\$4,835,850	\$9,908,001	\$12,053,861
Horsepower	398,303	709,350	688,088
Total for all classes			
Value	\$32,429,787	\$87,459,006	\$85,444,715
Horsepower			
(Excluding fract. h. p.)	2,552,599	4,003,567	5,266,366

It will be noticed that in A. C. motors of over one horsepower, the field where the manufacturers and jobbers are bypassing the contractors and selling direct, the competition has forced the price per horsepower below the 1914 level. From this it will be seen that the manufacturer in 1923 got about \$8.80 per horsepower for A. C. motors above one horsepower, whereas in 1919 he was getting about \$20.50 per horsepower for the same thing, and in 1914 was getting \$10.38 per horsepower. In other words, the motor manufacturers greatly enlarged their plants and equipment for war production and are now producing more horsepower in those costly plants in return for a price that is less per horsepower for A. C. motors than was received prior to the war and less than half what was received at the close of the war. In the sale of fans, however, which are sold largely by contractors and dealers, though produced by the same manufacturers, the price per fan has risen from \$12.09 per fan in 1914 to \$14 per fan in 1919 and \$17.50 per fan in 1923.

This ought to be sufficient evidence to the manufacturer that when he is in direct competition with other manufacturers for the ultimate customers' business he cannot secure as good a price for his commodity as when he is selling through a recognized trade channel such as the dealer.

If the manufacturers were to sell through the contractor and motor dealer they would hesitate to have any but a fixed price. When they sell direct to the customer they recognize no price obligation because there is no stock to protect.

To find out just how the contractor does feel about the situation THE ELECTRICIST sent out a questionnaire to all the members of the A. E. I. It asked the following questions and got the answers listed beside each question. In all 453 replies were received out of a total of about 2,000 questionnaires mailed. This is an unusually high percentage of answers, showing how much

interest is taken in the subject. The questions and answers were:

1—Do you install motors?

A total of 417 installed motors; 30 did not; 6 replies did not state.

2—Does the customer buy these motors through you?

A total of 194 replied in the affirmative; 57 replied negatively; 43 replies left this space blank; 35 said "seldom," and 124 said "partially."

3—What is the largest—and smallest—motor you handle?

Sizes ranged from fractional h. p. motors to motors of 1,000 h. p.

4—What is the annual volume of your new motor business, exclusive of wiring?

A total of 282 answered this. Their combined volume was \$1,782,256 or an average per individual of \$6,320.

5—Do you handle any particular brand?

Affirmative replies were received from 265; negative replies from 120; 58 did not state.

6—Do you buy and install second-hand motors?

A total of 219 did so; 178 did not; 56 did not answer the question.

7—If so, what is your volume of second-hand motor business, exclusive of wiring?

A total of 159 answered this, giving a combined volume of \$750,585 or an average per individual of \$4,721. An interesting sidelight is the fact that in 19 cases, sales of second-hand motors exceeded those of new motors and in many more they were about equal.

#### Dealer Important

A study of these questions and replies reveals a number of interesting things that are not always realized.

In spite of the competition that the electrical contractor has received from the jobber and the manufacturer he is still, in the aggregate, an important factor in motor distribution. Contractors generally (this does not consider the very small fellow who does only small work and a few housewiring jobs) do install motors. They may not each install a great number, but they are equipped to handle such work. Furthermore there are some, and the number is growing, who do industrial work.

The combined new and used motor business of those reporting was \$2,532,841.

Less than 300 contractors gave these

figures. It is not difficult, therefore, to picture the contractor field as an outlet for more than \$10,000,000 worth of motor business in a year.

If this field will do so well in the face of the worst kind of competition what would it do if the manufacturers and jobbers instead of hindering were to help it in building this business?

The replies to question five show that two out of every three contractors handle only certain brands. They do not all tie up to a single line, a large number handling two brands, and some as many as four or five. The answers indicate that even where the contractor concentrates on a single brand he is not always afforded protection.

The answers to question six show how large a number of contractors are turning to used motors as a means of holding their place. Question seven shows that those who do handle second-hand motors do an average annual business within \$1,500 of the average amount of new motors sold by the contractor.

#### "Follow-the-Leader"

Now, if the contractor is willing and able to sell motors, why is it that the manufacturer by-passes him? The real reason, of course, is because the other manufacturer is doing so, and what one does the other must do likewise (so they argue) or else lose the business. To justify this system of distribution the manufacturers bring forth many arguments.

In the first place, according to the motor makers the contractor doesn't go out after the business. It might be asked, parenthetically, why he should, when he can't make money on it. But do the manufacturers think they are creating by their direct-to-customer salesmen any substantial part of the business they get direct? Much of that business is there no matter how they get it. For the most part motor salesmen are order sellers, not business creators. They hear that a new factory is to be built or an addition made, or that someone is changing their plant around and they are asked to give a bid—the buyer has the desire and the salesman sells him a brand. It not infrequently happens that the local contractor, because of his years of service contact, plants the idea and nurses it along until it gets ripe when the manufacturer's salesman steps in to sell the buyer another brand, or, if competition is strong, the same brand the contractor handles, but at a price

sometimes below the contractor's cost.

Another accusation brought against the contractor by the manufacturer is to the effect that he hasn't got enough engineering experience to motorize a plant properly.

It is true that all contractors are not equipped to handle this work. Those who are not for the most part realize their deficiency in this respect and secure help from a manufacturer. But this puts no added burden on the manufacturer—he now has to do as much for many of his own salesmen. Such a situation, however, the manufacturer can regulate by agency discounts.

#### Industrial Work

On the other hand, one must not lose sight of the fact that there are a large number of electrical contractors who specialize in industrial work. They are as well equipped as the manufacturers' men to motorize and lay out a job. What argument has the manufacturer for by-passing this group?

A third reason advanced by the manufacturer for his policy of selling direct to the user at dealer's prices or lower is that he is forced to by the dealer handling motors of other makes who sells at cost in order to get the wiring in of the job. This is a sort of vicious circle. The dealer sells at cost because he knows if he charges full price he won't sell the motors and probably won't even get the wiring job and the manufacturer jumps in to beat that price and everybody is left chasing their tails around the mulberry bush.

What is the real reason for this condition? It has been pretty thoroughly hinted at in the above paragraphs, but just to make it clearer, take a good example of how a motor job goes in. (This actually happened.)

A local contractor sold the owner of a cabinet factory the idea of electric drive. He was estimating on the motors when a district sales representative of a motor manufacturer got wind of it. There was no contractor in that town handling his motors so he caught a train and dropped in on the factory owner. Having no dealer tie-in to worry about he offered the necessary motors to the factory owner at dealers' discount. Thus, when the contractor brought in his figures, he was told he was way high. In self-defense he met the manufacturers' representative's price. He got the job, but the only part of it that represented profit was the wiring. That



wiring he'd have obtained anyway and all the sales effort he had put in to sell the motorizing idea was plain waste. Nobody profited since the district sales representative didn't get the order and only spoiled it for the contractor.

The complaints concerning discounts come from every hand. The usual one is that in order to sell motors a dealer has to carry a stock and he cannot afford to tie up his capital on a 10 or 15 percent discount, and when the cost of servicing is added the contractor's profit on motors is something that fits the description "Now you see it, now you don't."

#### Discounts

Manufacturers declare that they can't afford to give larger discounts, but it is hard to square this with the many instances where the industrial buyer gets larger discounts than the dealer can ever hope to get.

A number of contractors took so much interest in the subject that in addition to filling out the questionnaire they sat down and wrote long letters discussing the subject at length. Here are brief excerpts from three of them, all large contractors:

"It seems to me that the manufacturers and jobbers do not seem to provide adequate profit for the retail man, or the man who does the installation work. In order for a manufacturer to have a volume of sales there must be selling expense, which composes of advertising, stores, salesmen and service. It occurs to me that men who have made a success in other large businesses have realized this and have provided a discount for the man who has the most selling expense, which will net a profit.

"Expert accountants have advised us that the data which they have collected shows an overhead of retail concerns running from twenty-five to thirty percent and then these very manufacturers who pay these expert accountants to give us this data in turn sell us and give us a ten and five percent discount.

#### Legitimate Dealers

"There are several coal companies to whom we sell motors which have to be serviced, looked after and detail on engineering given and we find that by the time we have some installed we have made no profit.

"Will the manufacturers and jobbers ever wake up to the fact that in order to build up a selling organization on the 'end of the string' that will not be a disgrace to the business, but a credit,

they will have to provide discounts to take care of the legitimate dealers?"

"We engineer the job from the ground up, and advocate selling it that way. While we may be a little bit egotistical about the matter, we find that outside competition is usually figured on a basis of dollars and cents only, instead of selling the customer what he wants and really needs.

"There seems to be so many manufacturers of motors that it is impossible to find an outlet through the regular dealer or motor repair house channels with the result that practically every manufacturer has a direct factory agent in the large business centers and of course the larger manufacturers have their district offices.

"Some of the regular construction supply jobbers have motor departments and have been quite serious offenders in the matter of granting dealer discounts or better to consumers. This class of apparatus should require a high grade of engineering salesmanship with a protective margin in proportion, but some of the jobbers handle it on a close margin like some of their own material and must eventually show a loss when service charges begin to pile up.

#### Factory Representatives

"About seven or eight years ago there were very few representatives of motor manufacturers here in the city, practically all the sales going through the regular motor dealer or motor repair man channel. Within the last four or five years there has been a gradual increasing number of these factory representatives either working on a salary or commission basis and frankly I believe they are the original cause of this price cutting propaganda. It matters little to the factory representative whether he sells a motor listing at one hundred dollars direct to the consumer at a list or at a 20 percent discount. He will naturally be more than willing to give the 20 percent discount if it means a case of no commission or a commission slightly less than he would get if he maintained prices. On the other hand, if a factory representative is working on a salary he naturally wants to show a big sales quota and if cutting prices is going to help his sales that will be a natural thing for him to do. Of course when the larger companies through their district offices follow suit there is no end to the price cutting and we end up in the situation as it is at present."

Just how the situation is going to be solved is something that nobody knows. It seems sure that one first move will have to come from the manufacturers. The situation isn't very much more satisfactory to them than it is to the contractors and perhaps when they see that it couldn't be any worse no matter what method of distribution is followed they will perhaps be willing to give the contractor a real trial.

#### A Fixed Price

The manufacturer of motors can sell through the contractor at a fixed price—a thing that he can never do when he sells direct. He can secure a better price for his product when he sells through the contractor. He can get along with only a small portion of his present sales force and save enough money through reduced selling expense to make a better profit even on a lower volume.

Where an industrial is large enough to maintain its own electrical installation force the contractor has no place and understands it. In such cases motors are rightfully sold direct. The manufacturers of course must sell direct to buyers of motors who incorporate with in their own output.

But when all is said and done the question is really larger than the mere sale of motors, so far as the contractor is concerned. He is primarily interested in the wiring. If he bids on a job and his figures include the motor he stands to lose the job if some manufacturer's salesman cuts in under him on the motors. The manufacturer selling at the price he does makes the contractor look like a robber.

#### The Service Problem

Then if the contractor does get the job he has to service it—motors and all. He objects to servicing a motor, which somebody else sells. If the motor manufacturer is called on to service it he not infrequently blames the trouble on the wiring—"improperly installed," he says, "better get your contractor to fix it."

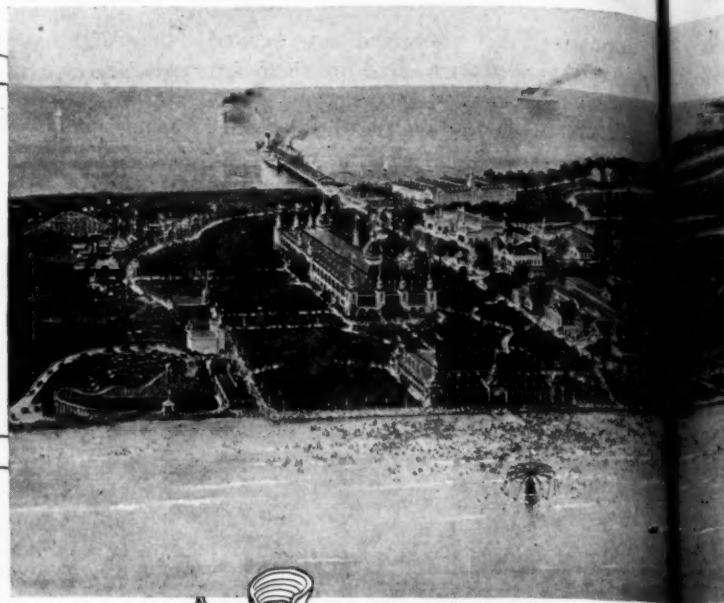
The fault is more than likely due to misuse by the operator, but the manufacturer not caring to assume the blame and not wishing to blame the customer puts it on the shoulders of the contractor.

The contractor is willing to service his own work, but he feels that he should not be called upon to service a piece of equipment that he was not responsible for.





Ivy Covered Hotel Buildings

Above - Towering Elms and Maples  
Below - "The Breakers" Convention Headquarters

Cedar Point-on-Lake Erie

## A. E. I. Convention at Cedar Point-on-

A VACATION Mecca of the Middle West is to be the scene of the 1926 annual convention of the Association of Electragists, International, through the change in plans recently made by the association. Arrangements have now been completed to hold the association's quarter-century anniversary meeting at Cedar Point-on-Lake-Erie, Sandusky, Ohio, starting on August 24 and running through to August 27.

The selection of this very attractive summer resort on Lake Erie will offer delegates to the convention a better chance than ever before to combine their vacation periods with their attendance at the meeting, since Cedar Point has facilities for recreation not found at any other convention place in the history of the association.

There are miles of wide, smooth, sandy bathing beaches, lapped by the cool waters of Lake Erie, facilities for canoeing and boating through the winding lagoons, unusual fishing on the lake, golf, tennis and other outdoor sports. In addition the holding of the convention before the schools open will appeal to





View from the Air

## Convention for August 24-27 Cedar Point-Lake-Erie

Many Electragists who will want to take their families with them for an ideal vacation. Some idea of the beautiful surroundings at this new convention spot is conveyed by the pictures shown here.

The headquarters for the convention will be at the Breakers Hotel, which can accommodate several thousand people, and the convention plans include a large manufacturers' exhibit adjoining the convention hall.

Announcement has already been made by the Indiana Association of Electragists and the Northern Ohio Association that they will hold their summer conventions at Cedar Point on the day preceding the national convention and it is expected that many other state organizations will adopt the same plan.

As shown on the map below (courtesy American Map Company), Cedar Point is easily accessible from all points of the country, being on several main line railroads and being served also by a number of lake steamship lines. Full details of transportation and hotel facilities will be published in a later issue.

Map of Sandusky, Ohio



Shady Lawns and Gardens



Above-Lazy Hours through the Lagoons  
Below-Bathing Hour in front of the Hotel





## Boston Central Station Invites Merchandising Co-operation of Dealer

Will Finance Appliance Sales, Demonstrate and Service Devices for Dealer or Pay Him Commission on Leads Furnished

**A**NOTHER central station has been added to the growing list of those who have recognized that the contractor-dealer is an important outlet for electrical supplies and that the welfare of the industry is going to be advanced more if he is helped instead of hindered. The company is the Edison Electric Illuminating Company of Boston which last month announced a plan whereby it would aid the dealers in its territory to sell and finance the sales of electrical appliances.

Two methods are offered the dealer. The first one is where he may buy the article direct from the central station, after completing a sale, at a price enabling him to obtain a good profit. The second plan is where he turns over to the company a legitimate "lead" and obtains a commission if the sale is completed. These plans are being offered, it is explained, because it is not always to the dealer's advantage to handle all appliances that have a guarantee of durability by the manufacturer and that the dealer needs aid in the demonstrating, servicing and financing of such appliances.

The direct purchase plan is available to any dealer who has a fixed store location. He may buy singly or in quantity any appliances which have no

standard "list" or appliances he may wish to obtain in less than standard package quantity. On the articles having no standard "list" the company offers the dealer the benefit of its larger purchasing power so that he can offer his customers the same article that the central station is promoting.

Under the commission plan the company offers a method of financing, demonstration and servicing of electric devices selling for over thirty dollars. The appliance is shipped, financed and serviced for the dealer and the commission is paid the dealer according to a schedule running from 5 to 15 percent of the sales price.

Another feature has to do with financing a dealer's sale from his own stock. This applies on devices selling for thirty dollars or more. A special dealer lease form is used whereby the dealer assigns his interest in the sale over to the Edison company. The dealer charges the standard interest payment for the number of months over which the lease is carried, the minimum being five months and the maximum twelve months. When the lease is assigned to the company a check is sent to the dealer covering the selling price of the article, not including interest charge and less two percent. In other

words, the company makes practically a cash sale for the dealer and then collects from his customer.

An important factor in the policy is that the company sells at list all appliances where "list" is the selling price as understood by the manufacturer. The only exceptions are "specials" or where there are overstocks and these are to be sold at prices commensurate with good merchandising practice. It is explained that co-operating dealers will be expected to pursue a like policy.

An inquiry as to the reasons for the company's new policy brought from C. E. Greenwood, superintendent of the company's appliance department, the following indorsement of the value of the contractor-dealer to the industry:

"In our district some of the most prominent contractor-dealers had been going out of the business of selling electric appliances because there was nothing in it for them.

"There has been a marked trend of electric appliance sales toward the department store. The electric sales of department stores and the direct sales by manufacturers are growing with leaps and bounds and this is at the expense of the electric dealer.

"The writer had the pleasure of talking with a score of contractor-dealers and got their viewpoints on why they were not interested in the sale of electric appliances and what help we could give them to keep the electrical business in electrical hands. Our plan is the result."

## The Cincinnati Contractors' School



Regularly every Monday night sixty-one electrical contractors of Cincinnati attend the Electrical Club's school established under the auspices of the Uni-

versity of Cincinnati. A number of other contractors have applied for the course, but could not get into the present class. According to Robert M. Ded-

erich, manager of the club, another class may be started in the near future to take care of the overflow from the first school.



# How Warden Sells the Red Seal

As told to *The Electragist*

By H. N. WARDEN, Catskill, N. Y.

THE contractor is the man that has to sell the Red Seal. Set-up, advertising, details of inspection and granting the license can be taken care of by a league. But the work of getting on the dotted line the name of the individual buyer of a Red Seal installation is the particular job of the contractor.

How can he go about this, in what attitude of mind should he himself be, how should he approach his prospect, how close the deal? For an answer to these and other questions THE ELECTRAGIST went last month to H. N. Warden, who, though he lives in a town of only 5,000 population, has more Red Seal installations to his credit than any other single contractor in the territory of the Hudson Valley Electrical League. The result of the interview is told in question-and-answer form below.

Q. What particular point do you stress in selling the Red Seal?

A. The point of a complete and livable electrical installation. That, after all, is what the Red Seal plan furnishes, rather than so many outlets, lights, switches, fixtures, etc. Nowadays when a man buys a radio he doesn't consciously buy a technical thing which includes a lot of tubes, ammeters, coils and other devices. He buys entertainment value. When the Red Seal is sold, the householder buys proper illumination and convenient service for his appliances. The matter of number of outlets is a secondary matter.

Q. Do you find that Red Seal jobs make more money for you than non-Red Seal jobs?

A. Perhaps, but the profit I am going to get out of a job is something I don't think about when talking to a prospect. If a man is thinking first about his own profit he can't keep the dollar mark out of his face or his sales talk and if anything will lose him the sale, it is that. The customer is being asked to put in more outlets than he has probably ever been accustomed to before and if he thinks the contractor is trying to sell these extra outlets just be-

cause it means a bigger job he is bound to balk. The thing for the contractor, not only to talk, but to think, is the satisfaction the customer will get out of a complete installation. If he thinks that, it is easy to talk it and sell it.



One of the foremost contractor exponents of the Red Seal plan in New York State is H. N. Warden of Catskill. Eleven wiring installations of his have been awarded the Red Seal certificate, though of this number seven were built before any Red Seal specifications were set up in the territory. However the installations in these seven houses were of such high standard that they qualified under the specifications put into effect later on. The fact that Mr. Warden could sell so many wiring jobs up to Red Seal standards without any organized campaign behind his efforts speaks volumes for his methods of getting housewiring business. He touches on these methods in the accompanying article.

—The Editor.

Q. Do you start out by mentioning the cost of the job?

A. No. The public has been educated over a long period of years to think that a wiring job can be put in for \$100 or \$125 and to tell your prospect at the outset that the Red Seal job will cost anywhere from double to three times that will knock his feet right out from under him. It seems better to me

to begin by mentioning a percentage of the cost of the whole. The plumbing has cost a rather large percentage of the total cost, the hardware has been a big item and when the wiring is mentioned in percentage of the whole cost it doesn't seem comparatively so large.

Q. About what percentage do you mention?

A. Usually around three percent. For instance, if the house has cost \$10,000 to build, it should have no less than a \$300 electrical installation.

Q. Do you find it easier to sell Red Seal than non-Red Seal installations?

A. That depends entirely on the type of prospect. When a man has been accustomed all his life to getting along with only those things that are necessary it is hard to convince him lighting a house means more than putting in a single fixture in each room. In that case the thing to play up is the fact that a Red Seal job gives his house an added value as a piece of property. On the other hand, the householder who wants the good things of life for his family can be approached on the basis that a Red Seal installation means a high standard of comfort and convenience. Red Seal is hard to sell to the former class, easy to sell to the latter.

Q. Do you find it easier to sell the Red Seal to women than to men?

A. Women are quicker to appreciate the livable value of a Red Seal job and they are the most important factor when it comes to buying anything for the home. However, it is the man that I approach first. Later on I bring the woman into the deal.

Q. At what point do you try to sell the idea to the woman of the family?

A. Not until almost the end, when I have the installation laid out and pretty well settled. Women have their own ideas about how they would like outlets and fixtures placed and what they want here or don't want there and if you talk to them before you have a picture to show, their suggestions are apt to conflict with what is possible or what meets

Red Seal standards. And once they get an idea about what they want done it is hard to convince them that the idea is wrong. What the woman wants in her home is naturally the first thing to be considered when making a wiring layout, but she can decide to her and your better advantage if she is given a definite picture of what is possible and correct. The method I like is to sell the idea of the job to the man and use the woman's desire for a comfortable home as a means of clinching the sale.

**Q.** How do you meet objections to "too many outlets?"

**A.** One argument that can be used to good effect is the cost per outlet. In other words, once the branch circuit is brought into a room it costs less per outlet if you put three or four or five outlets in that room instead of just one. After a job has been roughed in it costs a lot of money and a lot of muss to put in additional outlets if the owner decides he wants them and this consideration has a lot of weight with a prospect. Another means of disposing of objections is to explain the use and necessity for each outlet you have laid out on the wiring plans. There is a reason for each one provided for in a Red Seal plan and the contractor ought to know these reasons. Oftentimes it is best to make this explanation to the woman, for she is more able to appreciate the niceties of a layout and the convenience of having enough outlets.

#### Outlets Secondary

**Q.** Do you mention the number of outlets at first?

**A.** No, for the same reason that I don't mention what the job is apt to cost in dollars and cents. The Red Seal means a complete wiring layout, not just so-and-so many places to put lamps or attach appliances. If you went to a man and said, "I want to put 70 outlets in your house," when he had been accustomed to getting along with half that number, his first thought would be that you were simply trying to talk money out of his pocket into yours.

**Q.** Where do you get your prospects for Red Seal?

**A.** In a town of 5,000 people the electrical contractor knows of almost every house that is going to be built before an actual start is made on the construction. If the house is going to be well-built then it merits a Red Seal job; the builder who wants good hardware

and good plumbing and good woodwork also wants a good electrical job once he is shown what a good electrical job is. There aren't many speculative houses built in a community as small as mine, but if there were the builder could be sold on the idea of adding value to his investment and making it easier to turn over. There are few homes built anywhere nowadays that aren't good prospects for Red Seal, approached from one angle or the other.

#### An Instance

**Q.** Can you describe your selling method on some particular job from start to finish?

**A.** Recently on the street I met a man who I had been informed was going to build a residence. I told him that when he was ready for the wiring I wanted to do it and asked him if I could see a set of the blueprints. He gave me a set and from them I worked out a job that met with Red Seal requirements. It had a total of 73 outlets in a six-room and bath house. This I showed to a central station man who was just about willing to bet that I would never get a job of that size into my prospect's house. However, when I took the prints back to the owner I didn't mention anything about number of outlets. The first thing to sell was the convenience and comfort of such an installation and I got that well drilled in before we began to talk number of outlets or price. It was time then to get the man's wife into the conference, for he began to figure where he could cut out receptacles and fixtures to get the cost down. The first one he picked on was a baseboard receptacle in the living room. He didn't need that, he said. His wife spoke up at once to say that if he didn't need it she did. How would she be able to run a vacuum cleaner if there wasn't any receptacle? It went about the same way through the rest of the house. Wherever he found a place to drop an outlet she found reasons for keeping it and the ones she didn't particularly care about were the ones he needed. The conference ended up with the signing of a contract for the installation practically as I had laid it out and without one outlet cut out.

**Q.** What is the most important thing for the contractor to concentrate on when he sells Red Seal?

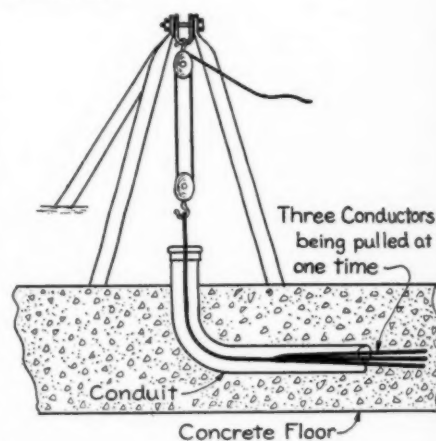
**A.** He has to eliminate the thought of "the price" from his own and his prospect's mind and think only of what

the Red Seal job will do to promote the safety, happiness and comfort of his client. If he can think of it always from that angle first, his job of selling will be very much simplified.

### Pulling Heavy Cables

In wiring jobs requiring fairly long runs of heavy wire in conduit it is often difficult to obtain a good result quickly with just "brute strength and ignorance."

The following suggestion is one that has proved satisfactory for upward pulls and the device may easily be constructed in the contractor's shop at small cost.



Take three lengths of 1½-in conduit and flatten out one end of each for a distance of 3 in. Drill these flat ends to take a ¾ in. bolt of sufficient length to pass through the three flat ends, leaving a space of ½ in. between the outside pieces and the center one. This space is allowed for a piece of ½ in. strap iron which is bent into a "U" shape and is used to support a block and tackle or a chain hoist. The two outside legs should be spread so that when set up as a tripod it will be balanced.

The size of conduit used in constructing this tripod depends on the size of the largest wire that is likely to be handled. Where very large conductors are to be encountered it is strongly suggested that wrought iron pipe or seamless steel tubing be used to give greater rigidity.

The advantage of this method is to reduce the number of men on the job and the time factor. If properly constructed and handled the device will last indefinitely and can easily be transported from the shop to the job.



# New York Builds Up the Mechanic's Pride in His Job

*Certificates of Superior Craftsmanship Awarded to Expert Workmen on Selected Construction Jobs as Tribute to Labor's Contribution to Building Industry*

WITHIN the last nine months a movement has got under way in New York that is of tremendous significance to the building industry there. It has for its object the rebuilding of the old Guild spirit—the spirit which springs from the pride of the worker in the job HE is doing. The movement has been initiated and carried on by the New York Building Congress and is based on giving individual mechanics a tangible recognition of exceptionally good workmanship.

The New York Building Congress is composed of men from every branch of the industry—owners, architects, engineers, contractors, material supply and labor. It operates the plan in the following manner: A committee on recognition of craftsmanship has been appointed by the Congress and this committee has three objects: To give recognition to craftsmanship on specific building operations, to stimulate the interest of the industry in true craftsmanship and to convince the public of the value to it of true craftsmanship in building construction.

The first step in the procedure of award for craftsmanship is taken by the architect or builder. He shows to the owner of the building the advantages of these awards and gets him to agree to the plan for his building. The owner's consent having been secured, a committee of award for the particular job is formed, made up of representatives respectively of the owner, the architect, labor, the general contractor and sub-contractors and of the New York Building Congress.

This committee then proceeds with the co-operation of the general contractor, the sub-contractors, foremen and workers to select the outstanding man in each craft whose craftsmanship



Above is Joseph Lorenz, the latest electrical worker to get the craftsmanship award of the New York Building Congress. The certificate, shown at the right, testifies that, "This is to certify to the superior craftsmanship of Joseph Lorenz, Electrician, in connection with the erection of the National Board of Fire Underwriters' Building and that his name has been placed upon the honor roll of the New York Building Congress."



is to be recognized. These selections are made not only on the basis of quantity and quality of work performed, but for the spirit of co-operation and loyalty shown and the pride of the mechanic in his work.

Once the craftsmen are selected, certificates in the form shown in the illustration are signed by the members of the committee of award and the officers of the building congress and are presented at a suitable ceremony to the workmen honored. In some cases bronze tablets, bearing the names of the

mechanics getting the award, are placed in a conspicuous place on the building.

Under the rules of the award a craftsman can secure a certificate only once, but it is planned to work out a method whereby craftsmanship on future construction may win for the certificate owner some additional mark of esteem.

As the number of craftsmen increase the congress has declared its intention to have them form a committee to advise on the best way of increasing interest in high class work and of developing future craftsmen. Every man

who receives the certificate is also eligible to become an honorary craftsmen member of the congress.

Co-operation of the workmen, of course, is necessary to the success of the plan. It is secured by placing posters about the building when it is first decided to make awards for that structure, these posters being addressed to the building trades working there and explaining the plan of award and the reason for it. In carrying on the movement the congress is always careful to make it clear that the object is not to obtain more work or faster work out of the men and that awards will be made on the basis of quality rather than quantity. Thus the awards are saved from having any taint of employer propaganda for more work for the same money.

#### Five Electrical Awards

So far certificates have been awarded to the workmen on nine buildings, though awards have been made to electricians on only five of these. These five are:

Gus Winters, J. P. Keogan Company.  
Julius Kleisratz, Walter H. Taverner Corporation.

James McKinley, Hatzel & Buehler, Inc.

William Jadge and George Kornbluh, Macnutt, Watts & Tankard, Inc.

Joseph Lorenz, Fischback & Moore.

The number of buildings on which awards were made has been kept down by the fact that it is not every structure which will permit more than ordinary workmanship in its construction. Where there is no opportunity to display extraordinary craftsmanship there is no basis for picking out the best workmen.

That these craftsmanship awards are of great value all around—to the owner, the builder, the workman and the public—is the consensus of opinion of all the electrical contractors who have participated in the awards to date. Some of their individual opinions are:

#### Employers' Opinions

"Whether or not the awards raise the standard of general workmanship we are for them. Workmen are human beings like the rest of us and a system that recognizes them as human beings doing good work is good enough to stand on its own feet. It doesn't need the excuse of raising efficiency as a reason for being carried on."

"We find that the award made to our man did have the effect of bettering the

workmanship on that particular building."

"It has given our mechanics an incentive to improve their work that they never had before."

"We wish such an award could be made on every building we wire—the certificate granted to our man has undoubtedly raised the morale of our whole working force."

The latest electrical journeyman to receive the certificate of craftsmanship is Joseph Lorenz, employed by Fischback & Moore, and the award was made for work on the new building of the National Board of Fire Underwriters. THE ELECTRAGIST asked his employers just why they had picked him out as the most expert workman on that job or, in other words, what qualities go to make up the expert workman.

#### An Expert

"All around ability," was the answer. "Many journeymen are good at one thing or another, but it is very seldom that we find one who is good at every branch of wiring. Whether it is putting up panelboards, or fixtures, wiring in a motor, or hooking up some temporary lighting, all we have to tell Lorenz is what we want done and he goes ahead and does it. We have men who occasionally can turn out more work in a day, but his work is done so well that it stays put, doesn't have to be done over. The three reasons we picked him out are because he isn't a specialist, because he can carry out instructions without supervision and because he does everything the right way the first time."

Joseph Lorenz himself thinks the idea of craftsmanship awards is a good one. It puts "pep into a man" if he knows the good work he does is going to get more recognition than the indifferent work he could get away with if he wanted to do so.

"Don't blame the mechanic for all the poor work that's done," he told the interviewer. "The builders are more to blame than the workmen. When a job has to be rushed through as quickly and as cheaply as possible there is no possibility of putting in expert workmanship on that job. There isn't nearly enough of the type of construction that will let a man be a good craftsman. When there is more of it there will be more craftsmen."

This is undoubtedly a fact, but the New York Building Congress hopes that

if it creates a greater respect for competent workmanship the public and the builders will eventually show more desire for it in their buildings.

## Extravagance of Yesterday Today's Minimum

EDITOR, THE ELECTRAGIST:

The writer was quite interested in your little note on page 37 of the April issue of THE ELECTRAGIST, headed "Too Many Outlets." About ten years ago the writer built a home for himself and at that time was in the electrical contracting business.

In laying out the wiring for his home he installed more outlets than were commonly installed at that time. In fact, everyone that visited the house during construction wanted to know what we were going to do with all these outlets.

As a matter of fact, the present layout in the house almost equals the minimum required by the Red Seal Plan at the present time, although it is short one or two outlets from this scheme. Every outlet in the house has been used and is in use today and we have found several places where additional outlets would be quite desirable.

I am simply telling you this little story to show that what was considered extravagant ten years ago is a minimum requirement today.

Yours very truly,  
St. Paul Electric Co.,  
C. M. CONVERSE,  
Mgr. Power Apparatus Dept.

## No Construction Let-Up

(Continued from Page 18)

cases the space vacated will be filled by tenants from even less desirable property. It is therefore apparent that certain of the less modern buildings, especially if they are in an area which is rapidly become modernized, will be unprofitable. Then the owners either rebuild or sell to someone who will.

"No sir, I can't agree with the 'calamity howlers.' The financial situation appears sound. As the stock market retreats the money so released does not remain idle, but readily finds its way into business. Modern buildings beget more modern buildings. The end certainly is not yet in sight. I look for a continuation of good business in large electrical construction."



# Red Seal



# Progress

COINCIDENT with the spring building rush, the Red Seal Plan is looming up as a more and more important factor in the construction industry. According to information supplied by The Society for Electrical Development, the Red Seal is now available in 1,000 communities with a total population of over 16,000,000 or about one-seventh of the entire population of the country. This proportion is even greater when it is considered that many parts of the country are not yet served electrically.

In a number of communities the builders, the architects and the real estate men have allied themselves with the electrical industry in selling the Red Seal to the public, with Pittsburgh and Toronto being notable examples of this.

During the past month applications for Red Seal licenses have been made by Chicago, Providence (Rhode Island Electrical League), Columbia, S. C., Albany, Chattanooga, Elmira and Duluth. Licenses have been granted to Toledo, Saratoga-Ballston, Schenectady, Amsterdam and the Tri-Cities (Rock Island and Moline, Ill., and Davenport, Ia.)

Other communities that within the month have worked on the preliminaries for a Red Seal set-up include Jackson, Mich., Boston and Newark, Paterson and Elizabeth, N. J.

Reports on the number of Red Seal homes completed and under way in the

various territories operating under the license are being obtained by the S. E. D. and will be ready some time during May. First reports indicate that the total will be larger than had been expected at the beginning of the year. Buffalo, for instance, at the time of writing, had a total of 70 homes, while Rochester is preparing to go ahead strongly, having appointed a special field assistant to the league secretary, whose duties will consist of Red Seal promotion.

## Contractors Anxious to Push Red Seal

The interest of electrical contractors in the Red Seal Plan is becoming increasingly evident. Within the last few weeks nearly fifty inquiries have been received from individual contractors by the S. E. D., each asking how it will be possible for them to begin the operation of the plan in their locality.

In connection with this manifestation of contractor interest, the Hart & Hegeman Manufacturing Company recently wrote to every contractor on its books, urging them to back the Red Seal and promote the setting-up of Red Seal operation in their community. The letter explained the advantages of the Red Seal to the contractor and ended with this paragraph emphasizing the foundation idea of the movement:

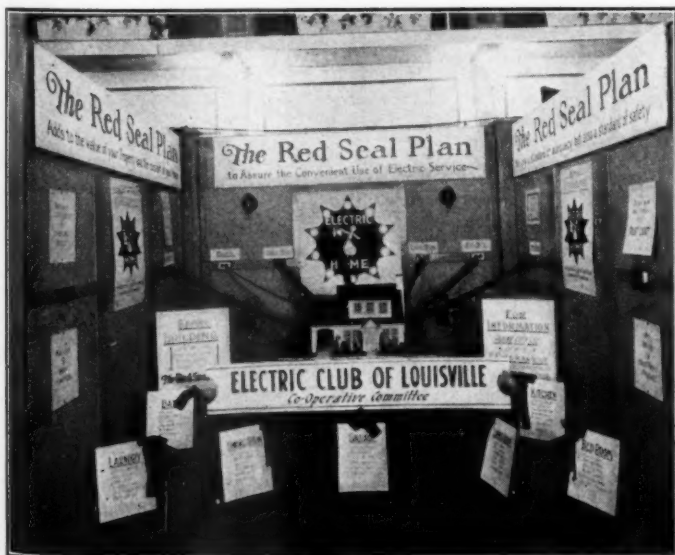
"Red Seal may mean more wire, more switches, more sockets, more receptacles—but above that it means more respect for your workmanship and your foresight in providing for the most convenient, accommodating service that electricity can bring into a building."

## Toronto Signs Builders for 100 Percent Red Seal

A notable achievement in advancing the Red Seal in Toronto was disclosed during the latter part of April when the Electric Service League published a list of 112 builders who have agreed to put a Red Seal wiring job in every house they build to the end of 1926. The list was advertised to the public, together with an explanation of the Red Seal Plan and an announcement that within a month the thousandth Red Seal house in Toronto will have been inspected and the wiring approved by the granting of the Red Seal.

## Pittsburgh Red Seal Making Strides

An ingenious means of publicity for the Red Seal is in use by the Electric League of Pittsburgh, which is carrying on all its Red Seal correspondence on a special letter head. The letter head carries a picture of the seal in



The Red Seal Had a Prominent Place at Both the Louisville and Milwaukee Electric Shows





### George E. Davenport, Toronto

**G**EORGE E. DAVENPORT of Toronto, Ontario, Canada, believes in growing up with a business, which explains why he began in 1892 as an expert electric bell installer, with an occasional foray into the engineering difficulties of hanging drop lights, and expanded with the industry until he became what he is now, one of the best and most influential contractor-dealers in Toronto. He was born at Belleville, Ont., in 1877, was educated there and got his first taste of business in the offices of the assistant superintendent of the Canadian Pacific Railway at London, Ont. Afterward he tried rather tentatively such things as printing and ice-cream making but neither apparently appealed to him, for he was next discovered working for the Toronto Electric Motor Works from seven in the morning until six at night. For this he received \$1.00 a week, a nickel being shaved off this total for every morning he was late. It occurred just once. In 1901 he struck out for himself, his first contract being for a small office building with a complete installation of ten drop lights. Nowadays, however, his business is rather large, including a retail store, an office, a factory and a warehouse and he is equipped to handle repairing of all sorts, as well as the installation of speaking tubes, telephones and radio. He is a member of the Ontario Motor League, the Electric Club of Toronto, the Electric Service League of Toronto and the Society for Electrical Development and is now serving as chairman of the Ontario Association of Electrical Contractors and Dealers.



## Electragists You Should Know

### George R. Randall, Salt Lake City

**D**URING his twenty-four years in the electrical business George R. Randall of Salt Lake City has been honored a good many times by his fellows in the industry. But the culmination of these honors came recently when he was elected president of the Rocky Mountain Electrical Co-operative League, the first contractor-dealer ever to head that organization. Previous to this he had served as vice president of the league. Mr. Randall was born in Wyoming in 1887 and five years later moved to Murray, Utah, with his parents. He finished his schooling at the University of Utah in 1902 and that same spring entered the electrical business as a helper in the Murray plant of the A. S. & R. Company. A year later he came to the Salt Lake Electric Supply Company as a helper. For the next seven years he worked for that company and various other contracting firms. In 1910 he re-entered the employ of the Salt Lake Electric Supply Company as a salesman and four years later had become superintendent of construction for the firm. In 1916 the company discontinued the retail merchandising and fixture business, confining its activities to construction work and Mr. Randall was appointed manager. Shortly after the war he purchased the business in partnership with J. L. Lawrence, Mr. Randall becoming president and general manager. Mr. Randall is one of the recognized leaders of the contractor field in Utah and for a long time served as president of the Utah Electragists.



# *The Electragist*

Official Journal of the  
Association of Electragists—International

S. B. WILLIAMS  
Editor

H. H. STINSON  
Associate Editor

## Is This the Answer?

"To put these devices [electrical appliances] on our lines quickly, economically and as expeditiously as possible, the deferred payment plan should be used. Long terms of one, two and even three years might be considered. There should be constant demonstrations, free trials in customers' homes, attractive displays in company offices, these offices prominently located, brightly lighted, cheerfully decorated and open eighteen hours a day. Anything and everything ethical should be done to build up sales. Throw away the opinion that public utility appliance merchandising can be done at a profit."

*Thomas F. Kennedy, Manager New Business  
Department, Henry L. Doherty & Co.*

The above statement has appeared in the electrical press and is reported to have been made on March 10 before the Oklahoma Utilities Association, the members of which are for the most part members of the National Electric Light Association.

Some utility men have held these views for some time. Are they now to become the sales policy for the central station industry as a whole?

A growing restlessness on the part of utility commercial men has been noticed for some time. The present N. E. L. A. administration has taken increased commercial initiative as its theme. Members of this great body have been urged continuously by both the printed and the spoken word to bestir themselves in their commercial efforts with particular attention to appliance sales. Is the above sales policy the answer?

There has been a growing tendency on the part of central station commercial departments to make long terms for deferred payments. Are we to expect two and three year terms? Business houses that depend upon sales for profit have found terms longer than one year to be unsatisfactory. Certainly no electrical dealer can compete against such long terms.

To keep show rooms open eighteen hours a day—no other business does it except the druggist and the small retailer who lives in the back of his store—presents a new form of competition for the electrical dealer.

The final statement that utilities should throw away the idea that appliance merchandising can be done at a profit presents an angle that all concerned in appliance sales should study. Does it mean that appliances cannot be sold at a profit or does it mean that the utilities should disregard profit and sell at any price?

If the former is true, if it is agreed that appliances can-

not be sold properly at a profit, it is time that the electrical dealer recognized it and acted accordingly.

On the other hand, if the latter is true—if the utilities are going to disregard profit and sell at any price—the dealer has equal cause for concern. In that event he will want to know what the manufacturer is going to do to protect the price. This of course is a pretty ticklish situation because of Federal laws. However, as not all manufacturers will be able to sell to all utilities, it might be that utilities adopting such sales policies would find the lines of merchandise at their disposal to be somewhat limited.

Coming at a time when we find a growing disposition on the part of progressive central stations to recognize the very great value of the electrical dealer as a contributing load builder we are somewhat surprised to find that such views can be uttered before a meeting of a body so closely affiliated with the National Electric Light Association and be reported in the electrical press without an immediate repudiation, unless it represents a policy which is soon to prevail.

## State and Locals

We greet the new Indiana Electragists, the Lake County (Ind.) Electragists, a great number of local Associations of Electragists in Florida and the Atlantic City Electragists.

The idea is growing rapidly.

Those states that are organized as Electragists are making progress and what is more they are about the only state associations that are getting anywhere.

The locals find that Electragist membership gives them a standing in their communities and the equipment to do a real job of local education.

We look for a number of others before the summer is over.

## Your Banker Knows

Last month we published a statement by a prominent New York banker which began this way:

"The time is not far away when a business man's membership in trade associations will be an important factor in his banker's judgment of his credit rating."

In other words, if a contractor doesn't belong to his trade association the banker is apt to think either—

1—That the man is not able to get along with others—



that his character or method of conducting his business is such that his competitors do not care to associate with him—or

2—That he doesn't believe in cooperation, mutual education, standardization, improved relations with other branches of the industry and all of the other association activities that have to do with the betterment of his profession. In other words, he is satisfied to have things remain as they are—he is not progressive.

A banker is to business what a doctor is to health. It's always much better to take his advice before we have to.

### Obstruction?

The electrical industry used to have a Joint Committee for Business Development which many had hoped would be a forum to which could be brought problems touching on two or more branches of the industry.

There is need today for such a forum. The question of procedure of the Electrical Committee on Code revision is still dragging on, getting nowhere. The several parties interested in wiring methods have had to call in another agency in order to arrange a joint discussion of a number of basic problems.

The Joint Committee is quiet. No one seems to be able to stir it into life. Who is responsible? Is somebody or some organization opposed to such a forum? Is somebody or some organization afraid that some pet ideas might have to be discarded?

Whatever the obstruction, it should be removed at once.

### It Isn't Fair!

From time to time we have stated in these columns that we are for the contractors and contractor-dealers all the time and that if they are attacked by any other branch of the industry we will defend them.

We still maintain that attitude, but we must insist that when a complaint is brought to our attention it be accompanied with facts that can be proved.

Where we have had facts we have not had much difficulty in presenting the contractor's side. Where we have acted merely on complaint we have found our cases to be weak.

If a situation is worth complaining about it is worth getting the facts together. It may take courage to come out in the open and make a declaration, but one must decide whether or not it is worth it. It is not fair to complain to us and then refuse to furnish us with the facts.

We cannot be cat's paws even for our friends.

### We Have Asked for Their Names

We have heard about the meanest man and about the man who was superlative in other directions, but the poorest contractor we ever heard about is the fellow who unsells a person who has been sold on a really adequate job.

A prominent illuminating engineer told us recently that in not a few cases where he and his organization had laid out a modern and an adequate lighting installation

some contractor had convinced the customer that it wasn't necessary to spend so much money in order to have enough light. The stock argument was that the illuminating men were looking for a big order of lighting equipment.

Of course, everybody knows that a contractor who will do such a job of unselling has no thought for the customer. He has no thought for the industry. He has no thought for anybody but himself. All he cares about is getting a job away from somebody else.

There are so few real fine lighting installations that anybody who prevents one from going in destroys future business for everybody. A fine lighting installation always results in business from others who want the same effect.

At the present time the Federal Trade Commission is investigating the sales activities of the National Cash Register Company whose salesmen are alleged to have made statements to purchasers of a competitor's machine to make them dissatisfied with their purchase. It is unfair competition to unsell another by criticizing that which has been purchased and such unfair competition is illegal.

We have asked this illuminating engineer for the names of those contractors who have unsold his efforts, and he has promised them to us. We want to know who in the business would be so shortsighted and so unethical.

### Local Standards

Occasionally a local jurisdiction will require that certain electrical materials shall meet its own specifications or be excluded there. Wherever this happens, it is our belief that the local authorities are filled with a desire to give their public better than the average.

Local inspection districts that are not satisfied with the average frequently lead the way to better electrical construction elsewhere and in this respect they are not to be discouraged at every turn.

However, when they set up local specifications for electrical materials to measure up to they are making it difficult for their public to use such materials because of the increased cost.

The label service of Underwriters' Laboratories is national. The label tells the inspector that the product has been made in a way that renders it safe for use under the rules of the National Electrical Code.

If there were no recognized national laboratory, then local jurisdictions would be justified in setting up local specifications. A national safety specification permits uniformity of output and makes it possible for the manufacturer to secure lower production costs.

If there are certain local conditions peculiar to a jurisdiction that the national specifications do not consider, then of course there is a natural hazard to be carried and in that event special equipment will have to be provided—but not at the price of the Standard material.

On the other hand, the local jurisdiction, before it takes such action, must be able to prove absolutely that conditions are peculiar and that the national standard cannot work.

## Association of Electragists INTERNATIONAL

**PRESIDENT, Joseph A. Fowler**  
118 Monroe Ave., Memphis, Tenn.

**SECRETARY AND TREASURER, Laurence W. Davis,**  
15 West 37th Street, New York City.

### EXECUTIVE COMMITTEEMEN

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**Mountain Division**  
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85 York Street,  
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**Great Lakes Division**  
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**Central Division**  
A. Penn Denton,  
512 South West Blvd.,  
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**Open Shop Section**  
J. F. Buchanan,  
1904 Sansom Street,  
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**Pacific Division**  
C. L. Chamblin,  
687 Mission Street,  
San Francisco, Calif.

**Union Shop Section**  
L. K. Comstock,  
21 East 40th Street,  
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### AT LARGE

G. E. Shepherd,  
11 West Market Street,  
Wilkes-Barre, Pa.

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512 So. W. Blvd., Kansas City, Mo.

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21 East 40th St., New York City

#### Conventions and Meetings

Joseph A. Fowler,  
118 Monroe Ave., Memphis, Tenn.

E. C. Headrick,  
87 Broadway, Denver, Colo.

#### Cost Data

J. H. Schumacher,  
187 Portage Ave., Winnipeg, Man.

C. L. Chamblin,  
687 Mission St., San Francisco, Cal.

#### Credit and Accounting

J. F. Buchanan,  
1904 Sansom St., Philadelphia, Pa.

#### Standardization

L. E. Mayer,  
14 No. Franklin St., Chicago, Ill.

#### Electragists' Data Book

J. H. Schumacher,  
187 Portage Ave., Winnipeg, Man.

#### Trade Policy

(Covering Manufacturers, Central  
Stations, Jobbers and  
Merchandising)

#### Legislation

G. E. Shepherd,  
11 W. Market St., Wilkes-Barre, Pa.

W. Creighton Peet,  
70 E. 45th St., New York City

#### International Relations

R. A. L. Gray,  
85 York St., Toronto, Can.

U. S. Chamber of Commerce,  
L. K. Comstock,  
21 E. 40th St., New York City

#### Liability Insurance

Joseph A. Fowler,  
118 Monroe Ave., Memphis, Tenn.

Wiring Methods  
G. E. Shepherd,  
11 W. Market St., Wilkes-Barre, Pa.

### Past Presidents of the National Electrical Contractors' Association

Charles L. Eidlitz .....1901-1903  
E. McCleary .....1903-1905  
James R. Strong .....1905-1908  
Gerry M. Sanborn .....1908-1910

\*Marshall L. Barnes .....1910-1912  
Ernest Freeman .....1912-1914  
\*Deceased

John R. Galloway .....1914-1916  
Robley S. Stearnes .....1916-1918  
W. Creighton Peet .....1918-1920  
James R. Strong .....1920-1925

### CHAIRMEN AND SECRETARIES OF STATE ORGANIZATIONS

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Alabama:	J. R. Wilcox 2017 First Ave. Birmingham	D. B. Clayton Am. Trust Bldg., Birmingham
Arkansas:	Ed. Appller 901 Central Ave., Hot Springs	Clem Dresse 316 Louisiana St., Little Rock
California:	H. H. Walker Los Angeles	Northern Division Edward Martin 182 Fifth St., San Francisco Southern Division C. J. Geisbush 610 Cotton Exchange Bldg., Los Angeles
Colorado:	Matt Whitney Colorado Springs	P. Harry Byrne 965 Madison St., Denver
Florida:	Preston Ayers Orlando	Charles E. James Fort Pierce
Illinois:	Joseph R. Downs 209 Federman Bldg. Peoria	L. B. Van Nuy 238 S. Jefferson Ave., Peoria
Indiana:	George H. Smith 115 S. College Ave., Bloomington	Ralph Brassie Lafayette
Iowa:	E. A. Arzt 211 Fifth St., Sioux City	C. M. Smiley 808 Central Ave., Ft. Dodge
Kansas:	L. M. Atkinson 116 E. First St., Pittsburg	Charles Dalrymple Wichita

State	Chairman	Secretary
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Maryland:	A. C. Brueckmann Keyser Bldg., Baltimore, Md.	Jno. S. Dobler 204 N. Calvert St., Baltimore
Michigan:	W. F. Fowler c-o Barker-Fowler Electric Co., Lansing	E. P. Blackman c-o Motor Shop Battle Creek
Missouri:	Charles J. Sutter 1227 Pine St., St. Louis	G. E. Haarhaus 6804 Minnesota Ave., St. Louis
Mississippi:	R. E. Beard Jackson	E. E. Armstrong Gulfport
New Jersey:	Henry M. Desaix Paterson	Robert Beller Newark
New York:	A. Lincoln Bush New York City	H. F. Janick 235 Berlin St., Rochester
North Carolina:	H. R. Bouligny Charlotte	W. P. Christian Greensboro
Ohio:	C. L. Wells Akron	O. A. Robins 400 Arcade Bldg., Columbus
Pennsylvania:	Floyd L. Smith 250 Wyoming Av., Scranton	M. G. Sellers 1202 Locust St., Philadelphia
South Dakota:	H. Sedgewick 115 S. Main St., Sioux Falls	H. W. Claus 326 Phillips Ave., So., Sioux Falls
Tennessee:	J. G. Cason 303 W. Church St. Knoxville, Tenn.	J. A. Fowler 118 Monroe Ave., Memphis
Texas:	T. L. Farmer 1809 Main St., Dallas	J. W. Read 715 Capitol Ave., Houston
Wisconsin:	L. W. Burch 202 E. Wash'n Ave., Madison	



# List of Local Associations

STATE AND CITY	LOCAL SECRETARY	STREET ADDRESS	STATE AND CITY	LOCAL SECRETARY	STREET ADDRESS
<b>ALABAMA</b>			<b>NEBRASKA</b>		
Birmingham (C) .....	J. R. Wilcox	2017 First Avenue	Lincoln (L) .....	George Ludden	1329 N Street
<b>ARKANSAS</b>			Omaha (C) .....	E. H. Brown	1818½ Harney Street
Fort Smith (C) .....	Edward Ryan	Ft. Smith Lt. & Trac. Co.	<b>NEW JERSEY</b>		
<b>CALIFORNIA</b>			Long Branch (C) .....	Austin Hurley	Campbell Ave., Long Branch
Fresno (C) .....	Clyde L. Smith	1162 Broadway	(Asbury Park and Red Bank)		
Long Beach (L) .....	V. Ringle	So. Cal. Edison Co.	Newark (C) .....	Paul H. Jaehnig	435 Orange Street
Los Angeles (C) .....	Helen I. Mikesell	1009½ S. Hill St.	Paterson (C) .....	R. Marshall	106 Academy St.
Oakland (C) .....	Laurence R. Chilcote	Hobart & Webster Sts.	Philipsburg (See Lehigh Valley, Pa.)		
Pasadena (C) .....	H. W. Barnes	1331 N. Lake Ave.	<b>NEW YORK</b>		
Sacramento .....	L. W. Sherman	910 Ninth Street	Buffalo (L) .....	W. R. Prosser	87 W. Tupper St.
San Francisco (C) .....	E. E. Browne	522 Call Building	Brooklyn (C) .....	H. F. Walcott	60 Third Avenue
Beverly Hills (C) .....	H. Barker	Beverly Hills	Jamestown (C) .....	Henry M. Lund	309 Main Street
Santa Ana (C) .....	O. W. Robertson	303 N. Main St.	Nassau-Suffolk (C) .....	Henry T. Hobby	55 Front Street, Rockville Centre, L. I.
<b>COLORADO</b>			New York City		
Colorado Springs (C)...	Matt Whitney	208 N. Tejon St.	Section No. 1 (C) .....	M. J. Levy	70 East 45th Street
Denver (C) .....	E. A. Scott	615 Fifteenth Street	Independent (C) .....	Albert A. A. Tuna	127 East 34th Street
Pueblo (C) .....	E. F. Stone	So. Colorado Power Co.	Metropolitan (C) .....	George W. Neil	96 Beekman St.
<b>CONNECTICUT</b>			Niagara Falls (C) .....	E. M. King	515 Niagara Street
Hartford (C) .....	A. A. Angello	473 Park Street	Rochester (C) .....	Theo. T. Benz	278 State Street
Waterbury (C) .....	D. B. Neth	107 West Main Street	Schenectady (C) .....	Richard Spengler	421 McClellan Street
<b>DIST. OF COLUMBIA</b>			Syracuse (C) .....	Fred P. Edinger	802 East Water St.
Washington (L) .....	P. A. Davis	1328 Eye S., N. W.	Utica (C) .....	W. C. Balda	228 Genesee Street
<b>FLORIDA</b>			Westchester Co. (C) .....	Jack Lalley	14 Mnr. Hse. Sq., Yonkers
Bradentown (C) .....	W. S. Stewart	W. & S. Elec. Co.	Yonkers (C) .....	Louis Mayer	485 South Broadway
Broward Co. (C) .....	Frank Swain	Orlando	<b>OHIO</b>		
Daytona Beach (C) .....	E. R. Utter	314 Goodall Avenue	Akron (C) .....	E. C. Rishel	540 East Avenue
Deland (C) .....	C. W. Allcorn	132 No. Florida Street	Canton (C) .....	H. S. Hastings	301 New Vickery Bldg.
Fort Myers (C) .....	P. K. Weatherly	Thompson-Weatherly Elec. Co.	Cleveland (C) .....	D. S. Hunter	Bulkley Bldg.
Indian Riv. Dist. (C)...	I. O. Page	Vero Beach	Columbus (L) .....	O. A. Robins	1242 Oak Street
Jacksonville (C) .....	W. H. Secrist	c/o Bay-Secrist Elec. Co.	Toledo (C) .....	Fred C. Dunn	Builders Exchange
Miami (C) .....	E. A. Robinson	118 N. W. First Ave.	Dayton (C) .....	Clarence Carey	1107 South Brown St.
Orlando (C) .....	D. E. Anderson	Ayers Electric Co.	Marion (C) .....	O. H. Cornwell	461 W. Center Street
Palm Beach (C) .....	James W. West		Massilon (C) .....	F. D. Mossop	c-o Mesco Electric Co.
St. Petersburg (C) .....	Gardner Blackman		<b>OKLAHOMA</b>	C. G. Sego	Pawhuska
Tampa (C) .....	P. C. Gray	Brown Electric Co.	<b>PENNSYLVANIA</b>		
<b>GEORGIA</b>			Pawhuska		
Atlanta (C) .....	B. K. Laney	73 Walton St.	Allentown		
Savannah (L) .....	Sylvan M. Byck	Byck Electric Co.	(see Lehigh Valley) ..		
<b>ILLINOIS</b>			Bethlehem		
Chicago			(see Lehigh Valley) ..		
Electrical Contractors' Association	J. W. Collins	160 No. LaSalle St.	Catasqua		
Master Elec. Contractors' Association	F. J. Boyle	175 W. Washington St.	(See Lehigh Valley) ..	W. H. McMillan	12 West Third Street
Decatur (C) .....	Earl Weatherford	114 East William St.	Chester (C) .....	C. E. Blakeslee	12 E. Long Avenue
Granite City (C) .....	M. E. Kilpatrick	Nildingham & State Sts.	Du Bois (C) .....	R. D. Goff	11th and French Sts.
Peoria (C) .....	L. B. Van Nuys	238 So. Jefferson St.	Erie (C) .....		
Rockford (C) .....	Donald Johnson	106 North Second St...	Easton		
Springfield (C) .....	A. D. Birnbaum	916 West Cook St.	(See Lehigh Valley) ..		
Wheaton (C) .....	E. C. Krage	133 West Front St.	East Stroudsburg		
<b>INDIANA</b>			(See Lehigh Valley) ..	W. W. Weaver	1605 N. 3rd Street
Gary (C) .....	A. B. Harris	570 W. Washington St.	Harrisburg (C) .....		
Indianapolis (L) .....	R. E. Snyder	704 No. Alabama St.	Hellertown		
Michigan City (C) .....	Walter A. Sassodeck	913 Franklin St.	(See Lehigh Valley) ..	A. W. Hill	Main and Market Sts., Bethlehem
Muncie (C) .....	Harry McCullough	113 W. Howard St.	Lehigh Valley (C) .....		
Terre Haute (C) .....	C. N. Chess	523 Ohio Street	Northampton		
<b>IOWA</b>			(See Lehigh Valley) ..		
Cedar Rapids (C) .....	H. E. Neff	94 1st Ave., West	Palmerton		
Davenport (C) .....	Louis F. Cory	510 Brady Street	(See Lehigh Valley) ..	M. G. Sellers	1202 Locust Street
Fort Dodge (C) .....	J. A. Paul	16 South 12th Street	Philadelphia (C) .....	Fred Rebele	1404 Commonwealth Bld.
Sioux City (C) .....	E. A. Arzt	211 Fifth Street	Pittsburgh (C) .....		
Waterloo (C) .....	R. A. Cole	Cole Bros. Elec. Co.	Slatington		
<b>KANSAS</b>			(See Lehigh Valley) ..	Ambrose Saricks	25 No. Main Street
Salina (C) .....	Warren Hull	108 W. Walnut St.	Wilkes-Barre (L) .....	H. E. Batman	36 Exchange Place
Wichita (C) .....	P. W. Agrelius	Wichita	<b>RHODE ISLAND</b>	J. P. Connolly	141 Meeting Street
<b>KENTUCKY</b>			Providence (C) .....		
Lexington (C) .....	J. H. Brock	235 East Main St.	<b>SOUTH CAROLINA</b>		
Louisville (C) .....	C. L. W. Daubert	921 South Third St.	Charleston (L) .....		
Paducah (L) .....	K. H. Knapp	c-o Paducah Electric Co.	<b>SOUTH DAKOTA</b>		
<b>LOUISIANA</b>			Sioux Falls		
New Orleans (C) .....	I. G. Marks	406 Mar. Bk. Bldg.	<b>TENNESSEE</b>		
Shreveport (C) .....	R. L. Norton	620 Marshal Street	Chattanooga (L) .....	H. W. Claus	326 S. Phillips Ave.
<b>MARYLAND</b>			Knoxville (L) .....	P. W. Curtis	725 Walnut Street
Baltimore (C) .....	George S. Robertson	417 Park Bank Bldg.	Memphis (L) .....	Jerry G. Cason	303 West Church St.
<b>MASSACHUSETTS</b>			Nashville (C) .....	J. J. Brennan	12-16 So. Second St.
Lowell (C) .....	William Kelleher	42 Middlesex St.	<b>TEXAS</b>	J. T. Shannon	c-o Electric Equip. Co.
Haverhill (C) .....	H. W. Porter	14 West Street	Beaumont (C) .....	J. A. Solleder	Houston & Bolivar Sts.
Malden (Medford, Everett and Melrose) (C)...	H. J. Walton	c-o Malden Electric Co.	Dallas (C) .....	P. B. Seastrunk	2032 Commerce St.
Springfield (C) .....	A. R. Tullock	11-12 Court House Place	Houston (C) .....	J. W. Read	715 Capitol Avenue
Worcester (L) .....	John W. Coghlin	259 Main Street	<b>UTAH</b>		
<b>MICHIGAN</b>			Ogden	B. Kristofferson	2249 Washington Ave.
Detroit (C) .....	N. J. Biddle	112 Madison Ave.	Salt Lake City (C) .....	C. Louis Collins	215 Kearns Bldg.
Grand Rapids (C) .....	T. J. Haven	1118 Wealthy St., S.E.	<b>VIRGINIA</b>		
Saginaw (C) .....	E. T. Eastman	209 Brewers Arcade	Lynchburg (C) .....	J. L. Fennell	c-o Fennell & App
<b>MINNESOTA</b>			Norfolk (L) .....	A. W. Cornick	200 Plum St.
Duluth (L) .....	Morris Braden	c-o Minn. Power & Light Co.	Richmond (C) .....	E. M. Andrews	15 N. 12th Street
Minneapolis (C) .....	W. I. Gray	209 Globe Building	<b>WASHINGTON</b>		
<b>MISSOURI</b>			Seattle (L) .....	P. L. Hoadley	Seaboard Building
Kansas City (C) .....	A. S. Morgan	4 E. Forty-third St.	Spokane (C) .....	William Stack	W. 1121 Cleveland St.
St. Louis	W. F. Gersner	120 No. Second St.	<b>WISCONSIN</b>		
Electragists' Ass'n (C)	G. L. Gamp	Wainwright Bldg.	Green Bay (C) .....	V. E. Grebel	531 S. Broadway
Electric Employers' Association (C) .....			Madison (C) .....	Otto Harloff	602 State Street
			Milwaukee (C) .....	R. H. Grobe	1604 Wells Street
			Racine (C) .....	William Larsen	1430 Junction Ave.
			<b>CANADA</b>		
			Montreal (C) .....	George C. L. Brassart	674 Girouard Ave.
			Toronto (C) .....	M. McRay	24 Adelaide St., N.E.
			Vancouver (C) .....	J. C. Reston	579 Howe St.
			Winnipeg (C) .....	Fred Ball	300 Princess St.

(C) designates exclusively Contractor-Dealer organization.  
(L) designates an Electrical League.

# APRIL ACTIVITIES

## Maryland State Electragist Association Has First Meeting in May

Estimating, A. E. I. Trade Policy, Standard Accounting System, and Co-operation With Jobbers and Manufacturers to Come to Fore

INVITATIONS have gone out to every electrical contractor and dealer of record in the State of Maryland announcing the first meeting of the newly-organized Maryland Association of Electragists. This gathering will be held at the Engineers' Club rooms, 6 West Fayette Street, Baltimore, on Thursday evening, May 13.

The purpose of the new organization is to provide a common meeting ground for the electrical contracting fraternity of the state to discuss such problems as may affect their industry. Within a reasonable time it is hoped to bring about a good understanding of accurate and convenient methods of estimating so that competitive bids will show the results of uniformity. Through cooperation with the associate member jobbers and manufacturers it is planned to install the Standard Accounting System or its equivalent in every office which does not now enjoy that protection and convenience.

With every responsible contractor or contractor-dealer in the state fully acquainted with the trade policy of the Association of Electragists, International, it is confidently expected that this important policy will feature the trade relations of the electrical industry in Maryland.

At this meeting officers will be elected and several important committees appointed.

The Maryland Association of Electragists came into being at a preliminary meeting of the electrical men of Maryland at the Engineers' Club on the evening of April 6. Invitations for this first gathering were issued through courtesy of the Institute of Electrical Jobbers of Maryland, Inc., and was presided over by Louis D. Carroll, president of the jobbers' organization.

At this meeting Arthur P. Peterson, field representative of the international association, spoke briefly on the fundamentals of electragy, and then out-

lined a plan whereby these principles might be directly applied in Maryland. Mr. Peterson will also address the session on May 13.

Following the unanimous adoption of the motion to declare the Maryland Association of Electragists established, the constitution and by-laws recommended by the Association of Electragists, International, were unanimously agreed upon and practically all present affixed their signatures to the charter roll.

The list of charter members will be held open for a short time after the May meeting.

## Wisconsin Inspectors Discuss Fuse Abuses

The problem of the careless use of fuses by the public was discussed again by a meeting of municipal inspectors, this time at the fifth biennial convention of the Wisconsin Electrical Inspectors' Association, held at Madison on March 17 and 18. Instruction of school children on the subject was advocated by Alvin Meyers, assistant professor of electrical engineering at the University of Wisconsin, as a most important means of meeting this problem. The views of the contractor, the central station and the inspector on this subject were also presented at the round-table discussion.

On the first day of the meeting W. J. Canada, electrical field secretary, N. F. P. A., spoke on "Improving Our Agencies for Electrical Standardization." He declared good progress has been made in the movement to standardize electrical installation, but that further co-ordination of standards could be had only through more close and effective association of electrical inspectors, state organizations, sectional associations, local groups and national bodies.

W. S. Boyd, secretary of the Western

Section of the International Association of Electrical Inspectors, urged the Wisconsin body to amalgamate with the international association. No action was taken by the convention on this proposal.

Other subjects touched on by the meeting were "The Misuse of Flexible Cord" and "The Co-ordination of Commission and Municipal Inspection."

Election of officers for the coming year was held up pending action on the proposal for amalgamation with the International Association of Electrical Inspectors.

## Indian River Electragists Talk "Overhead"

The main topic of interest at the meeting of the Indian River (Fla.) Association of Electragists, held at Fort Pierce on April 5, was the subject of overhead. Charles E. "Jesse" James, secretary of the state Association of Electragists, was the speaker of the evening and his talk was followed by an informal discussion among the members, which lasted until 1:30 a. m. The next meeting of the association is scheduled for Vero Beach on May 3.

## Charleston Rejects City Inspection

The Charleston (W. Va.) City Council on April 5 rejected an ordinance proposed to it, calling for the appointment of a city electric inspector and for a general revision of the electrical ordinance which has been in effect for some years. This is looked upon as a windup of the situation created by a city councilman who had called for an investigation of the underwriters' inspection service and is taken as a victory for the West Virginia Inspection Bureau, the underwriters' organization there.

The chairman of the ordinance committee of the council has presented a resolution requesting the bureau to submit its schedule of charges and also a monthly report to the city manager, but it is not thought there is any further likelihood of a change in the present



ordinance which provides for all inspections in the city to be made by the bureau.

### Rocky Mountain League Holds Fifth Annual Convention

Intermountain dealers in electrical goods and fixtures met at the Newhouse Hotel, Salt Lake City, on March 25, for the fifth annual convention of the Rocky Mountain Electrical Cooperative League. Delegates from Utah, Colorado, Nevada, Wyoming and Idaho cities to the number of 100 were in attendance.

D. E. Rowley, vice president of the league, opened the afternoon session, which was attended by some 100 delegates. T. T. Burton was the first to address the convention, speaking on "Electrical Wiring as It Affects Public Safety." His address was followed by a talk on the activities of the league by George R. Randall, president, and talks on "The Electrical Contractor's Problems," by E. H. Eardley; "The Jobbers' Viewpoint," by A. C. Cornell, president of the Electrical League of Colorado, which concluded the afternoon's program.

### Santa Barbara Plans New Ordinance

A new electrical ordinance to replace the emergency law adopted last August by Santa Barbara, Cal., is now being drafted by the city attorney. It will regulate the licensing and bonding of all electrical workers. The present ordinance, which was adopted as a temporary measure to protect the city from irresponsible contractors after the earthquake last year, requires a bond of \$1,000 for all electrical workers. It is thought this provision will be dropped.

## Colorado-Wyoming Contractors Organize at Colorado State Gathering

Objects of New Association to be Better Inspection, Higher Wiring Standards, Promotion of Ethical Code and Co-operation



Matt Whitney

W. A. J. Guscott

P. Harry Byrne

ONE of the most important results of the state-wide meeting of electrical men in Colorado, held at Denver during the latter part of March, was the formation of the Colorado-Wyoming Electrical Contractors and Dealers' Association. The membership of the new body totaled sixty-two at the outset. The general meeting surpassed all expectations in interest, attendance and results and it is likely that such an affair will be made an annual event. Further it is promised by league officials that the 1927 meeting will be the biggest gathering of its kind ever held in the western part of the United States.

Following the practice of several other leagues in holding annual meetings especially designed to bring all branches of the industry together, when

it was decided to stage the Denver meeting there was little thought that the attendance would reach 224, a new record for attendance at any electric or utility meeting in the mountain region.

More interesting and even more gratifying to league officials was the response of the contractors. This division led in attendance with a total of 62 and of this number 29 came from points outside of Denver.

The meeting started early in the morning and continued through the day with a banquet at night. The Denver Electrical Contractors' Association was the host to all visiting contractors at a luncheon and from that gathering a movement was started which resulted in the organization of the Colorado-Wyoming Electrical Contractors and



Delegates to the Colorado State Electrical Meeting, Which With an Attendance of 224 Holds the Record for any Electric or Utility Meeting Ever Held in the Mountain Region

Dealers' Association. Matt Whitney of Colorado Springs was named president, W. A. J. Guscott, Denver, vice president, and P. Harry Byrne, Denver, secretary and treasurer.

From the contractors' angle the one-day convention was especially fortunate, it is reported, in that it provided a medium for bringing contractors from all over Colorado and a number of Wyoming points together for the first time; in fact, it is believed that the contractor sessions were the largest ever held in the mountain region.

In forming the new organization the preliminary plans, in the absence of a constitution and set of by-laws, contemplate the admission of any contractor-dealer without regard to other association affiliations. Only nominal membership subscriptions will be required. One feature of the plan is the establishment of regional areas within the two states with district chairmen who will be charged with the conduct of affairs within their areas.

#### Association's Aims

According to Matt Whitney, the newly elected president, the objectives of the organization are better electric wiring inspections and higher wiring standards, the observance of a code of ethics, the promotion of better business methods, and the holding of more frequent meetings. One definite idea pertaining to the last named item is to hold a big regional contractors "get-together" at the time of the visit of A. E. I. officials in the early summer.

It was decided to extend the use of the monthly bulletin now being issued by the Denver Electrical Contractors' Association for the new organization.

Every phase of electrical and utility association activity in the mountain region was explained and discussed on the League program. This part of the program included papers by C. A. Semrad, president, Rocky Mountain Division, N. E. L. A.; George E. Lewis of the Rocky Mountain Utility Information Committee, and E. F. Stone, president of the Colorado Public Service Association.

Samuel Adams Chase, special representative of the merchandise division, Westinghouse Electric and Manufacturing Company, was the principal speaker on the afternoon program. His subject was "Selling the Electrical Idea to the Public."

Higher wiring standards, improved inspection, the necessity therefor and other phases of wiring practice were discussed by representatives of the underwriters and inspection departments. The Red Seal Plan was officially introduced at the meeting in the address of S. W. Bishop, executive manager of the Colorado League, with a distribution of the minimum wiring standards required for operation of the plan in Denver and vicinity.

One of the surprise features on the program following the banquet was the presentation of little gold replicas of the league insignia to the past chairmen of the organization. Recipients were E. C. Headrick, John J. Cooper, O. L. Mackell, H. D. Randall, W. A. J. Guscott and A. C. Cornell, the present chairman. A similar emblem was presented to T. O. Kennedy, first chairman of the league, when he was transferred to Cleveland in 1922.

Chairman Cornell presided at the opening of the day sessions and was relieved by the vice chairmen of the league, W. A. J. Guscott and F. F. McCammon. Mr. Cornell served as master of ceremonies at the banquet. L. M. Cargo was chairman of the general committees arranging the one-day convention.

#### Plan Electrical Education of Washington (D.C.) Public

A definite educational program of indefinite duration has been approved by the Electric League of Washington, D. C., according to Norman H. Barnes, assistant secretary of the league. The action was taken at a meeting of the league on April 8 and the activities of the organization will be focused on the task of bringing before the public of the territory the uses and advantages of electricity in all its applications.

One of the features of the program will be the promotion of information concerning proper lighting in the home, school and store.

An electric home, to cost about \$10,000, will be placed on display next fall to demonstrate the latest things in home lighting, use of appliances and wiring installation.

A wiring standard is to be established by the league for the purpose of having a known starting point as to adequacy and quality.

Another activity will be to promote

the installation of adequate wiring layouts in old houses and houses which are to be re-wired.

Speakers familiar with all the above points will be furnished by the league for talks before any civic or other organization desirous of learning about the modern uses of electricity.

Store illumination and electrical advertising will be considered after the educational work is under way.

Howard P. Foley, a member of the Association of Electragists, International, is chairman of the league committee for the educational work.

#### Many State Meetings Scheduled for Next Two Months

Six meetings of state associations of contractor-dealers are planned to take place during May and June. The California Electragists, Northern Division, will hold their semi-annual meeting at Sacramento on May 21. The Southern Division of the association will hold its meeting at San Diego June 25-27. June 14 will see meetings of the Mississippi Electrical League at Jackson and the Iowa Association of Electragists at Mason City. The Kansas Association of Electragists will hold a meeting at Chanute on May 22, while the New York State association will gather for its annual convention at the Van Curler Hotel, Schenectady, on June 13, 14 and 15.

Other meetings which have been announced for later dates are the state convention of the California Electragists at Del Monte on October 1-3 and the annual meeting of the North Carolina Association of Electragists at Charlotte during August.

#### Los Angeles C-D's Install New Officers

The new officers of the Los Angeles Electrical Contractors and Dealers' Association were installed at a dinner meeting of the organization held on April 8. The officers are: B. R. Hensel, president; C. S. Hill, first vice president; D. D. MacFarlane, second vice president; R. L. Booth, third vice president; J. Arthur Curtis, secretary.

Two short talks were given at the meeting, one by Frederick S. Mills, Curtis Lighting of California, Inc., and the other by Rollin Smith, who discussed his new book, "National Handbook for Wiremen."



### Three More Local Florida Associations

Three more local associations of Electragists have been formed in Florida, according to the report of Arthur P. Peterson, field representative, A. E. I. This makes a total of nine new local associations formed there in the last six weeks, six of these organizations having been reported on in the April issue.

One of the new ones is the Daytona Beach Association of Electragists. Officers are: W. J. Baker, Baker Electric Company, president; K. H. Hill, Hill Electric Company, vice president, and E. R. Utter, Malone Electric Company, 314 Goodall Avenue, secretary-treasurer.

Another is the Orlando Association of Electragists, of which A. B. Johnson, 119 E. Pine Street, is president and D. E. Anderson, Ayers Electric Company, is secretary.

The third is the Deland Association of Electragists, of which L. L. Fogler, Athens Lektrik Shop, is president and C. W. Allcorn, 132 North Florida Street, is secretary.

### Indiana State Association Becomes Electragist Organization

The state organization of contractors and dealers in Indiana will hereafter be known as the Indiana Association of Electragists, according to the decision made at the annual meeting of the body, held at Indianapolis on April 14. Arrangements were made by Laurence W. Davis, general manager of the Association of Electragists, International, who attended the meeting, for a state set-up similar to that in Florida. Under this arrangement all Indiana members of the A. E. I. will automatically become members of the state organization without payment of state dues. It also was planned to put on a statewide drive for Electragist membership.

There were present at the meeting representatives from all sections of the state, the attendance totaling 28. George H. Smith, president of the state association, presided. He announced that it is planned to hold the summer convention of the state association at Cedar Point, Ohio, on August 24, preceding the national convention there.

Immediately following this meeting, Mr. Davis attended a local gathering at

Indiana Harbor at which was organized the Lake County Association of Electragists. Its territory comprises the towns of Gary, Hammond, Indiana Harbor, East Chicago and Crown Point.

### Florida Inspectors Hold First Meeting

H. N. Lang, Orlando, was chosen president of the Florida Municipal Electricians at the first annual convention of the body held at Orlando April 3. Other officers named were: W. H. Long, West Palm Beach, first vice-president; George P. Allen, Jacksonville, second vice-president; J. C. Provost, St. Petersburg, secretary; F. E. Hollis, treasurer.

Jacksonville was named as the 1927 Convention City.

Delegates to represent Florida at the convention of the National Association of Municipal Electricians, at Asheville, N. C., September 21-24, were named as

follows: George P. Allen, Robert Peyinhouse, Tampa, and D. G. Nevins, Miami.

C. E. James, Fort Pierce, secretary of the Florida Association of Electragists, talked on standardization and adoption of a universal electrical ordinance. Mr. James was made an honorary member of the association.

A committee consisting of C. S. Graham, F. W. Lankin, Robert Peyinhouse, D. G. Nevins and Chas. H. Weirick was appointed to draw up a uniform electrical ordinance, which will be submitted to the executive committee of the municipal electricians association, who will meet with the executive committee of the Florida Association of Electragists in Tampa in August.

A recommended letter and specifications to architects covering electrical work was introduced by Mr. Lang and was accepted. A copy of this letter together with specifications will be sent to every registered architect in the state.

## Electrical Committee Position on Code Revisions Unchanged by Mail Ballot

Rules for Unarmored Assembly Installations as Worded by Committee Editor Accepted Without Objection and Now Go to N. F. P. A. Meeting

The result of the mail ballot of the Electrical Committee, N. F. P. A., on the Code changes recommended at its meeting in February leaves the committee in the same position it assumed at the meeting as far as the rules for installation of unarmored assemblies is concerned. The vote was 26 to 13 for submission of the rules as suggested to the annual meeting of the N. F. P. A. at Atlantic City this month.

With this majority report of the Electrical Committee there will go for the consideration of the N. F. P. A. a minority report on installation rules, signed by eight members of the committee. A second minority report, signed by Ralph Sweetland and Victor H. Tousley and opposing the adoption of rules permitting the use of non-metallic sheathed cable, will also go to the Atlantic City meeting. Votes opposing the proposed new section came also from Messrs. Adkins, Hardy and W. A. Kennedy.

Re-editing of the majority rules by A. R. Small, committee chairman, has given them the following form:

a. Non-metallic sheathed cables shall be of approved types and of 2 or 3 conductor

assemblies in sizes Nos. 14 to 8, inclusive.

b. Non-metallic sheathed cables shall be used only in dry locations and where the maximum difference of potential between the conductor does not exceed 300 volts. It shall not be used in stables, laundries, or chemical works, nor in other places where dampness is liable to be present. It shall not be placed or buried in plaster, cement or similar finish.

c. Non-metallic sheathed cable shall be installed in continuous lengths without tap or splice between approved outlet boxes or plates to which it shall be securely fastened with approved fittings.

It is recommended that for all sidewalls and partition outlets in concealed work in new buildings under construction outlet boxes having a depth of approximately 1½ inches be provided.

d. All bends shall be so made and other handling shall be such that the non-metallic coverings of the cable will not be injured.

e. Non-metallic sheathed cable, when used in open exposed wiring, shall be so installed that the following conditions are obtained.

1. When mounted directly upon surfaces of woodwork, plaster, cement, brick or other building finish, it shall be secured between outlets with approved fastenings spaced at intervals not exceeding 4 feet.

2. It shall not be placed in elevator shafts.

3. If exposed to mechanical injury it shall be suitably protected by running boards not less than ½ inch in thickness and 2 inches in width or by guard strips placed on each side of and close to the cable not less than ¾ inch in thickness and at least as high as

the major diameter of the cable.

Protection may also be secured by resorting to another method of wiring such as approved conduit or armored cable. This is desirable when crossing floor timbers.

4. Vertical runs exposed to mechanical injury shall be protected by a substantial boxing extending upward to a point not less than 7 feet above the floor. A sleeve or metal pipe may be substituted for the boxing, in which case all wires of a circuit shall be contained in a single pipe if alternating current is used.

5. In attics and accessible roof spaces it shall be considered as exposed to mechanical injury if run on the upper edges of joists and shall be protected as specified in paragraph 3 above.

f. When non-metallic sheathed cable is used for concealed wiring, it shall be secured between outlets by approved fastenings spaced at intervals not exceeding four feet or by other practicable means which will provide for the entire system being securely fastened in place.

g. Where it is impracticable in concealed wiring to provide the supports specified in the preceding paragraph, runs of non-metallic sheathed cables may be fished between the outlet boxes or plates specified in paragraph e preceding.

h. When either in exposed or in concealed wiring, non-metallic sheathed cable is run through holes in the studs of partitions, in floor joists or in similar structural members of wood, the holes shall be located

at the approximate center of studs and not less than 2 inches from the nearest edge of joists or other members.

i. When non-metallic sheathed cable is installed in conduit, the provisions of Section 503 of this Article shall apply.

Other revisions in the National Electrical Code will be considered by the N. F. P. A. meeting, following the recommendations of the Electrical Committee as explained in the March issue of THE ELECTRAGIST. Another report of interest to the electrical industry will be that of W. J. Canada, electrical field secretary of the association.

## New Electragists

The following contractor-dealers have made application for membership and been accepted into the A. E. I. since the publication of the last list in the April issue:

### CALIFORNIA

#### Santa Barbara:

Alamar Elec. Co.  
California Elec. Co.  
Earl O. Flagg  
Gutierrez Electric  
Heumphreus-Smith Elec. Co.  
E. W. Huston  
McGeary Electric  
H. L. Miller  
Earl S. Mollenkopf  
The Nielson-Smith Elec. Co.  
Chas. Wylie

### DISTRICT OF COLUMBIA

#### Washington:

Carl W. Dauber

### FLORIDA

#### Avon Park:

Home Electric Co.

#### Daytona Beach:

Baker Electric Co.  
L. C. Cook Elec. Co.  
Malone Elec. Co.  
Olson Elec. Co.  
H. C. Schildmeier Elec. Co.

#### De Land:

C. W. Allcorn

#### Fort Lauderdale:

Good Electric  
Seminole Elec. Shop  
Frank Swain

#### Fort Myers:

Calder Elec. Co.  
Electric Supply Co.

#### Fort Pierce:

East Coast Elec. Co.  
Sunrise Electric Co.

#### Frostproof:

Myers Elec. Co.

#### Hollywood:

Electric Construction Co.

#### Jacksonville:

G. C. Arnau  
J. P. Fillion Elec. Co.  
E. S. Lea  
Stinson Elec. Co.

#### Lakeland:

La Londe Elec. Co.

#### Lake Wales:

Carey & Taylor Elec. Co.

#### Lake Worth:

Gulf Stream Elec. Co.  
Smith Elec. Co.

#### Miami:

Royal Elec. Co.

#### Orange City:

Orange City Elec. Co.

#### Palm Beach:

Van Son Elec. Co.

#### St. Petersburg:

Granite State Elec. Co.

#### Sarasota:

Elec'l. Installation & Appli. Co.  
Sarasota Electric Co.

#### Tampa:

Bell Elec. Co.  
Hillsboro Elec. Co.  
McWilliams Elec. Co.  
Southern Elec. Co.  
Square Electric Co.  
Triangle Elec. Co.  
West Coast Elec. Co.

#### Vero Beach:

Radinsky's Elec. Shop

#### West Palm Beach:

City Elec. Co.  
Freimuth Elec. Co.  
Hime Elec. Co.  
The Northwood Elec. Co.  
Paul's Elec. Shop  
Safety Elec. Co.  
Seminole Elec. Co.  
Wilcox Bros., Inc.

### GEORGIA

#### Waycross:

Morton Elec. Co.

### MARYLAND

#### Baltimore:

Carroll Elec. Co., Inc.  
The Electromechanical Co.  
National Metal Molding Co.  
Tucker-Parthree Elec. Co.

### MICHIGAN

#### Detroit:

Blatz & Mouck

#### Harry Dean

J. L. McMaken & Son

Pirtle Bros.

Trombley-Haeckler Elec. Co.

#### Royal Oak:

Otto Elec. Shop

### NEW JERSEY

#### Atlantic City:

Weintrob & Quigley

### NEW YORK

#### Athens:

Eugene M. Van Loan

#### Cairo:

W. P. Jones

#### Coxsackie:

John Fitzpatrick

#### Hunter:

Daniel F. Lockwood

#### Mt. Vernon:

Berman Bros.  
Chris. W. Carl

### NORTH CAROLINA

#### Asheboro:

Kivett Elec. Co.

#### Burlington:

Burlington Hdwe. Co.

### PENNSYLVANIA

#### Norristown:

The J. F. Boyer Plbg., Htg. &  
Electric Co.  
Butler & White

### TENNESSEE

#### Knoxville:

The Warner Service Co.

### VIRGINIA

#### Charlottesville:

J. H. Smith

#### Roanoke:

Engleby Elec. Co., Inc.

### WEST VIRGINIA

#### Huntington:

J. R. Wingfield



## First Part of New Electrical Safety Code

Rules for the installation and maintenance of electrical equipment in generating stations and substations are given in a new publication of the Bureau of Standards of the Department of Commerce.

In 1915 the bureau first formulated the National Electrical Safety Code, designed to obviate accident hazards in the electrical industry. The new publication, above referred to, forms a part of the fourth or 1925 edition of this code. Other parts of the revised code, dealing with electrical utilization equipment, line construction and radio installations will be issued as separate handbooks as soon as they can be prepared.

## Hoeveler to Represent I. E. S. on Electrical Committee

The Illuminating Engineering Society has announced that it is to have a representative on the Sectional Electrical Committee of the N. F. P. A. for the first time, its representative being John A. Hoeveler. Mr. Hoeveler acted as member at large of the committee while he held the position of electrical engineer of the Industrial Commission of Wisconsin. He left this position recently to become manager illuminating engineer for the Pittsburgh Reflector Company.

His long experience with code work as a member of the Electrical Committee led the illuminating engineers to obtain representation on this committee since it was recognized that it is impossible to have good lighting if good wiring does not come first and Mr. Hoeveler was appointed as the first representative of the society on the committee.

## Edison Home Lighting Course

The Edison Lamp Works has announced the fourth home lighting course to be held at the Edison Lighting Institute (Harrison, N. J.) from June 7-11. The course is designed primarily to train women employes of electric service companies in the best methods of selling residence lighting.

Subjects covered in the course include: Fundamental facts about electricity and their application to appliances and to illumination in the home;

modern methods employed in house wiring; an historical review of the incandescent lamp; discussion of the advantages of the new standard line of Mazda Lamps; demonstration of different systems of illumination, including both utility and decorative lighting; study of different types of lighting equipment and their use in the home, and discussions on salesmanship and advertising.

## OBITUARIES

### A. J. Young

A. J. Young, manager of the conduit section of the merchandising department, General Electric Company, Bridgeport, Conn., died at the Fifth Avenue Hospital, New York, on April 17, following an operation. He had been ill for ten weeks.

Mr. Young was born in White Plains, N. Y., on May 7, 1886, and entered the employ of the General Electric Company as an office boy in the Sprague works in 1903. He is survived by his wife, his parents and a brother.

### George J. Murphy

George J. Murphy, well known to members of the A. E. I. for his work in connection with the getting up of the Electragist Standard Accounting System, died at his home in Newton Center, Mass., on April 12. Mr. Murphy was chairman of the National Electrical Credit Association committee on accounting methods for contractors and in 1918 presented the basis of the present standard system in his report to the credit association. For many years preceding his death he was treasurer of the Pettingell-Andrews Company, Boston, in whose service he had spent twenty-five years. He was also personally interested in a number of public

utility developments in the northeastern electrical territory.

## Electric Power Club to Meet

The annual meeting of the Electric Power Club will be held May 24 to 27 at the Homestead, Hot Springs, Va. The subjects to be discussed include the reorganization of the electrical manufacturing business and various industry policies. In addition to these subjects, L. A. Osborne, vice president of the Westinghouse Electric and Manufacturing Company, will talk on "The Advantages of Cooperative Action in the Industry" and the Hon. Hanford McNider, Assistant Secretary of War, will speak on "Industry Mobilization."

## California Inspectors Declare for Uniformity on Coast

The subject of a uniform ordinance for the entire Pacific Coast led the discussions of the California Association of Electrical Inspectors at its fifth semi-annual meeting, held at San Diego, March 22-24. H. A. Patton, electrical inspector of the Washington Surveying and Rating Bureau, Seattle, Wash., urged that representatives of both the Pacific Coast inspectors' associations be present at each other's conventions and that joint committees of the California and the Northwest associations work on the problems of standardization.

Other subjects that came up were the official interpretation of the 1925 Code changes and the decision to hold only annual conventions hereafter instead of semi-annual meetings. The 1927 annual convention will be held next March.

Officers elected were: B. C. Hill, Oakland, president; R. H. Manahan, Los Angeles, vice president, and C. W. Mitchell, of the National Board of Fire Underwriters, secretary.



Delegates to the San Diego Meeting of The California Inspectors

### S. E. D. Distributes Gift Market Helps

Sales helps for two seasonal activities are now being distributed by the Society for Electrical Development to dealers throughout the country, one of them being for the Mothers' Day campaign which culminates on May 12 and the other for the June Bride campaign.

The Mothers' Day campaign is a new addition to the society's seasonal activity and two pieces of special material have been developed. The first is a gift brochure of four pages, in two colors and gold, the cover being an imitation of embossed leather. This is suitable for enclosing with letters and over the counter distribution. It is illustrated with a facsimile reproduction of the famous painting, "Whistler's Mother." The second item is a window or counter card. It is in four colors and gold and is 21½ in. wide and 16 in. high.

Three pieces of material are provided for the June Bride campaign. One is a display panel, 21½ in. wide by 31 in. high, in 10 colors. This is also available in poster form. The second item is a life-size cutout of a June Bride, bearing the message, "Give Her an Electrical Gift." There is also a direct-mail folder, which is printed in black and orange.

### K. C. League Moves Offices

The offices of the Kansas City Electric Club have been moved from 904 Scarritt Building to 819 Gloyd Building.

### Louisiana State and New Orleans Elections

Elections of officers for both the Louisiana Association of Electragists, International, and the New Orleans Chapter, Association of Electragists, International, were held at New Orleans on March 23.

Officers of the New Orleans association for the coming year were elected as follows: C. S. Barnes, 509 Gravier Street, president; E. W. McKinney, Electric Service, Inc., 816 Howard Street, vice president, and I. G. Marks, 323 Chartres Street, secretary-treasurer.

The state association elected Robley S. Stearnes, 624 Carondelet Street, New Orleans, president; O. L. Bunn, 457

Main Street, Baton Rouge, vice president, and I. G. Marks, 323 Chartres Street, New Orleans, secretary-treasurer.

### Cleveland Inspectors Meet

The first of a series of meetings planned for the future, at which city electricians from the various municipalities forming Greater Cleveland will attend, was held on April 6 at the headquarters of the Electrical League of Cleveland. The meeting discussed various means by which uniform rules and regulations may be adopted for the installation of electric wiring and equipment within the vicinity of Greater Cleveland.

Another meeting was planned for April 20 with further meetings scheduled for every second Tuesday thereafter.

### Hamilton (O.) Has New Ordinance

A new electrical ordinance, providing for examination and licensing of both master and journeymen electricians, went into effect at Hamilton, Ohio, on March 17. The ordinance concerns itself mainly with the examination and licensing provisions and states that all inspection and supervision of wiring shall remain entirely under the jurisdiction of the Ohio Inspection Bureau, an organization of the underwriters.

It is provided that no electric wiring may be done by an unlicensed firm or workman. Licenses are divided into two classes, masters and journeymen, the fee for the latter being \$100 for the first license and \$15 for a renewal, and for the latter \$5 for the original license and \$1 per year for renewal. Employment of unlicensed apprentices is permitted.

Applicants for the journeyman's license must be twenty years of age or more and have had four years of practical experience. The examinations are to consist of the applicant's knowledge of the National Electrical Code and practical electrical work.

### Brush Standardization

A conference on the subject of simplification of carbon brushes and brush shunts was held by the Division of Simplified Practice, Department of Commerce, at Washington, D. C., on April

14. The items discussed were carbon brushes and brush shunts in common use, a recommended range of sizes for future practice, the practicability of establishing minimum and maximum size limits and the possibility of causing this recommended schedule to serve as a basis for further simplification.

It has been pointed out that in one field alone, the automotive industry, there is a choice of over two thousand sizes of carbon brushes and that the range in other fields is as large or larger.

### News Notes Concerning Contractor-Dealers

Engert-Hellman, Inc., are successors to the electrical engineering and construction business formerly under the name of Kirby-Hellman, Grand Central Terminal, New York City. Offices of the company will remain at the same location.

Contract for the electric wiring of the new Avon station of the Cleveland Electric Illuminating Company has been let to the Dingle-Clark Company, Cleveland.

Harry Plante, electrical contractor, now at 28 West Kinney Street, Newark, N. J., has purchased property at 22 Frelinghuysen Avenue, that city, and will remove his business to that location after alterations are completed.

The James Electric Shop, Mt. Carmel, Ill., has been sold to H. T. Rose, formerly of Princeton, Ind.

Reorganization of the Sheboygan Electric Service Company, 1201 Michigan Avenue, Sheboygan, Wis., has been completed and the business is now under the management of Paul Kaufman and George Kane.

An electric contracting, fixture and radio business will be established at 166 Broadway, Newburgh, N. Y., by Gregg and John Courtney.

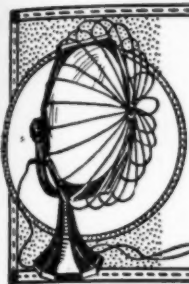
The interest of J. C. Kerr in the Electric Supply Company, Manteca, Cal., has been sold to S. A. Rawson.

R. J. Hennessy has opened an electrical contracting and appliance business at South Norwalk, Conn.



## • MANUFACTURING •

A Department Devoted to the Latest Devices Used by the Electrical Contractor and Dealer



### Laundry Switch Box

A new switch box for use in apartment buildings where all tenants use the same laundry is being made by the Roach Appleton Manufacturing Company, 3340 Kimball Avenue, Chicago. The feature of the box, it is explained, is that the receptacle of polarity type is attached to the mounting plate by two eyelets and the plate has a tongue that



slips into an opening in the back of the box and is secured in place again, after wiring, with only one screw. The cover is hinged onto the body of the box itself and is passed through a slot in the front, forming an ear, to which the receptacle plate is attached.

### Cord-Grip

The Arrow Electric Company, Hartford, Conn., is marketing a new wiring device under the name of "Arro-Grip." It is designed to protect the end of the



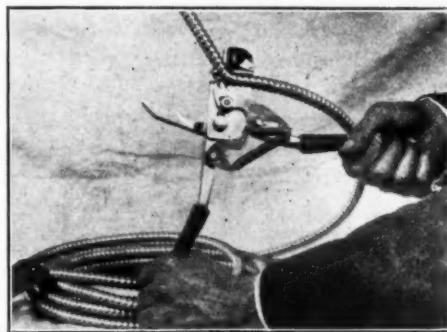
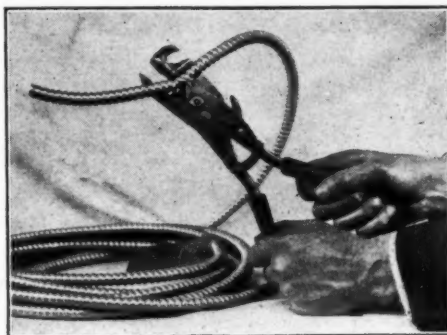
cord and will fit any outlet box cover with  $\frac{1}{2}$ -in. hole or knockout. Cord-grip caps are available for porcelain sockets, brass shell sockets, aluminum sockets, cord connectors and attachment plugs.

### Cut Glass Receptacle Plate

A crystal cut glass flush switch plate for use with a duplex receptacle has been introduced by the Crystal Switch Plate Corporation, 32 Broadway, New York City. It is made of clear optical glass,  $\frac{1}{4}$ -in. thick, and is attached by means of special screws. It may be had in mirror or clear transparent type.

### Armored Cable Tool

A new and patented tool for stripping the steel from armored cable has been announced by the Triangle Conduit Company, Inc., Brooklyn, N. Y. The tool is a pair of steel pliers,  $11\frac{1}{2}$  in. long, and weighs two pounds. It is built to strip any single strip armored cable in sizes  $14/2$ ,  $14/3$  or  $12/2$  without any adjustment. The wireman slips the tool on the cable, opens and closes the handles and the operation is complete except for sliding off the steel.



The illustrations show the method of operation, first the opening up of the armor and second the cutting of it.

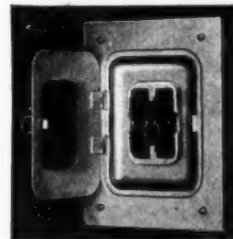
It is pointed out that the new tool will eliminate the use of the hacksaw in this operation and obviate the possibility of injury to workmen from the saw. It is also handy for working in tight corners.

The tool also has an auxiliary pair of wide-mouth pliers which perform all the functions of the ordinary gas pliers and has an extra heavy leverage and a cutting device which cuts wire, cable or

non-metallic conduit up to  $\frac{1}{2}$ -in. in diameter.

### Safety Fuse Carrier

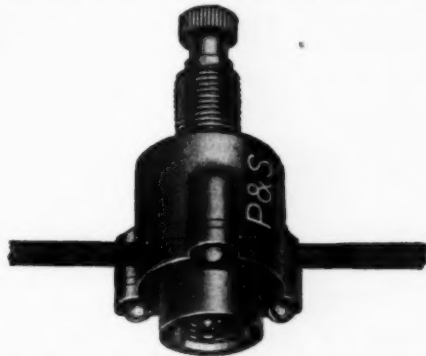
A fuse carrier with switch contacts which may be withdrawn from the receptacle base is being manufactured by the Mutual Electric and Machine Company, Detroit, under the trade name of "Bulldog SaftoFuse." It is so con-



structed that when the carrier is in the "on" position the fuse acts to fill the gap between the blade contacts. It must be fully withdrawn before the fuses are accessible. The moulded unit may be inserted in the receptacle upside down, showing the fuses exposed, but in this position they are dead. Means are also provided for testing fuses.

### P. & S. Wiring Devices

Pass & Seymour have announced a new canopy switch with a special cast metal body, fitted with  $\frac{1}{8}$ -in. female



nipple and rugged stem. The switch body is 1-in. deep and is attached to the outlet box stud with a  $\frac{3}{8}$  to  $\frac{1}{8}$ -in. reducing nipple.

The stem,  $9/16$ -in. long, carries the

switch handle and has  $\frac{1}{8}$ -in. straight electric thread, standard in the electrical field.

The threaded stem with the switch operating knob extends through the wall plate and supports the bracket. A plain or ornamental locking collar or nut threads on the stem and holds the plate against the switch body and the wall surface.

The rotary switch is rated at 1A.-250V., 3A.-125V. Special mention is made of the wires, which are 6-in., No. 18 stranded fixture wires with special cover that prevents marking the finished wall.



The company is also marketing new receptacles designed for use in lighting fixtures such as shallow ceiling pans and units with limited wiring space.

Porcelain bodies are of minimum possible dimension and have solid porcelain back. Slotted wire holes at the corners permit wires to bend either to



side or back as desired during assembly in fixtures. The wires in either side or back position rest below the surface of the receptacle.

The wires are 10-in. No. 18 stranded heat resisting and are stripped 1-in. at end.

The clamping rings are of glazed porcelain. Two notches are cast in each ring for use in tightening the rings in assembling.

### Pipe Bender Vise

Paul W. Koch & Co., 25 South Wells Street, Chicago, are now marketing a new "Jiffy" labor-saver, the "Jiffy" pipe bender vise, in which  $\frac{1}{2}$  and  $\frac{3}{4}$ -in. conduit may be cut, threaded and bent without removing from the vise. As a vise

it will take conduit up to 2-in. The bender will make, it is claimed, perfect offsets, saddles, goosenecks and other difficult bends quickly, easily and accurately. It is adjustable to either bend-



ing downward or sidewise and eliminates possible chance of injury by the hickey slipping or pipe breaking and also reduces in some instances the number of fittings required on the job. It permits a radius as small as 2-in. without opening the seams or damaging the pipe.

### Lighting Glassware

Under the trade name "Shade-o-Tone" the Consolidated Lamp and Glass Company, Coraopolis, Pa., is offering a novelty in lighting glassware in a totally enclosing globe available for residence fixtures. The device is a two-piece globe developed for use on fixtures originally designed for bare round lamps. As is shown in the illustration the top piece, or collar of the globe fits over the neck of the lamp as



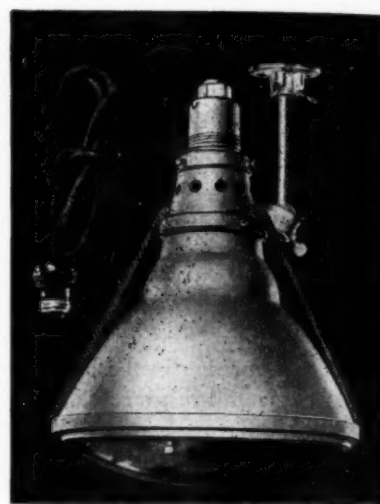
the latter is screwed into its socket; the lower piece of the globe is provided with a spring clip which slips over the bulb and holds the glassware snugly and firmly in position.

The company is also offering a new series of popular priced ball lamp shades for residence lighting fixtures.

The new ware consists of five numbers with three decorations for each, one having a parchment field upon which is an effective design in Chinese motif. All are supplied either with  $2\frac{1}{4}$ -in. standard collar or fiber-brass adapter ring as preferred.

### Glass Color Screen

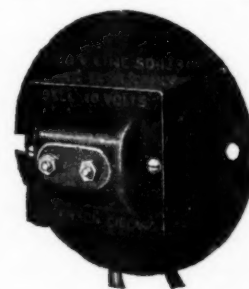
A glass color screen has been brought out by the Pittsburgh Reflector Company to take the place of the gelatin color sheets which have been used as color screens. It is claimed by the



company that the glass screen gives a better general appearance, that its colors are more effective and dependable, that the color will not fade out of the glass, that the glass will not shrink and is heat-resisting, that it gives a more pronounced "spot" and that it gives less distortion to the distribution of light than gelatin screens.

### Bell-ringing Transformer

The Jefferson Electric Manufacturing Company, 501 South Green Street, Chicago, announces a new bell ringing and signal transformer, which is attached to



an outlet box cover and will be known as the "Nucode." It is designed primarily for the average residence or



## The Light That Saves Your Eyes From Strain

Clear white light—without glare—without shadow—this is true "Eye Comfort" lighting!

**Let Jerry Help You!**

Jerry Stair, our chief engineer, is anxious to help you put that lighting job across. Write to him personally!

Indirect lighting is the ideal illumination for offices, schools, banks, and any other place where close eye work is necessary.

The light is evenly distributed over the entire room by a powerful X-RAY reflector that entirely conceals the brilliant light source.

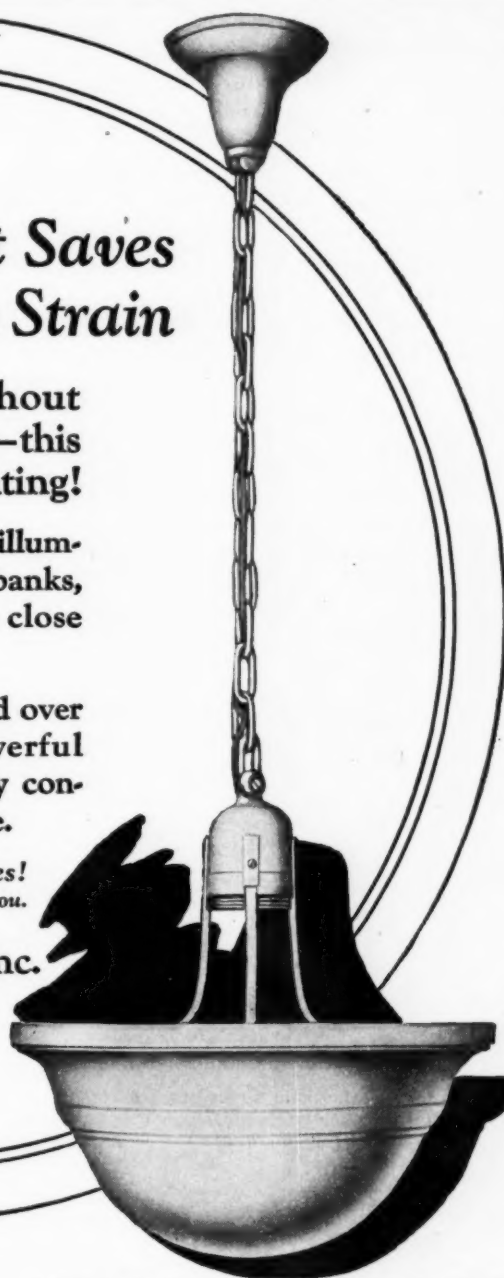
**Sell Eye Comfort Luminaires!**  
Our Engineering Service will help you.

**CURTIS LIGHTING, Inc.**

1119 West Jackson Boulevard  
CHICAGO

31 West Forty-Sixth Street  
New York  
3113 West Sixth Street  
Los Angeles

The No. 4801 is boxed as shown and ready for shipment.



Above is the famous No. 4801 unit that is so popular for office and school use. This fixture uses either a 500-watt or 200-watt Mazda lamp.

# X-RAY

TRADE MARK REG.

# Reflectors

small apartment. The secondary is 10 volts, which is sufficient to operate bells, buzzers, annunciators and door bells. Its capacity is 25 watts.

The "Nucode" is built to Underwriters' Laboratories specifications. It is made with cover for either 3¼-in. or 4-in. outlet box, and for 110 or 220 volt, 60 or 25 cycle current.

Terminals project only 2⅛-in. from the box. Case measurements are 2¼-in.x2⅜-in.x2¼-in. Weight is 1⅞ pounds.

### Window Spotlight Device

Curtis Lighting, Inc., announces a new fixture, the "X-Ray" control ring, which, when attached to "X-Ray" show window floodlight No. 33 or "X-Ray" projector No. 51, converts the unit into a spotlight.



The design of the control ring has been worked out so that it retains the powerful center light beam produced by the unit and at the same time eliminates the spill light. This enables the user to change the unit quickly from a floodlight to a spotlight. The change is made



without removing the lamp and the control ring does not interfere with color equipment. It can be installed by pressing the spring clips of the central ring over the outer edge of the reflector.

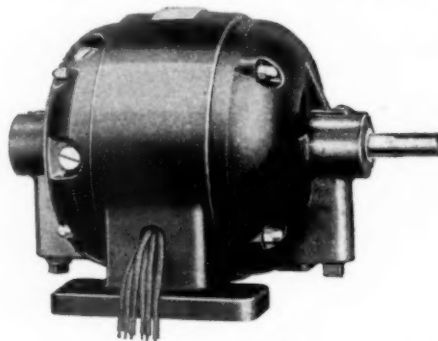
### Synchronous Motors

The General Electric Company has designed and is now marketing a new line of synchronous motors for general purpose application. These motors are recommended to drive any load whose torque requirements have been heretofore met with a standard squirrel cage induction motor. The new motors are of the G. E. types TS and QS and are known as the 7500 series.

These motors are stated to meet all the Electric Power Club requirements for a general purpose motor; give satisfactory starting characteristics; are of strong construction, and with minor changes, will operate at unity, 90 percent or 80 percent power factor. The ratings range from 20 to 150 horsepower with speeds of 1200, 900, 720 and 600 r. p. m. at 60 cycles. The motors are rated at 40° continuous at unity power factor. At 90 percent or 80 percent power factor, the temperature of the stator will not exceed 40°, with 50° on the rotor.

### ½ H. P. Industrial Motor

The Domestic Electric Company, Cleveland, is manufacturing a small universal motor, adapted to use on industrial jobs for which hand power is not satisfactory, yet which require a light, portable power unit. This motor operates either on direct current or



alternating current ranging from 25 to 60 cycles and at 4,200 R. P. M. develops ½ H. P. It weighs 42 pounds. The motor is particularly useful for operating appliances like pipe threading machines, small grinders, wood shapers and routers, portable drills, etc.

### Manufacturing Notes

The Circle F Manufacturing Company has appointed the Murphy Company, Georgia Saving Trust Building, Atlanta, as its representatives in North Carolina, South Carolina, Georgia, Florida, Alabama and Tennessee as far west as Nashville.

Two sales appointments have been made by the Fullman Manufacturing Company, Latrobe, Pa., as follows: Norman F. Grier as sales representative for Illinois, Iowa, Minnesota and Wisconsin with headquarters in Chicago, and Walker Calderwood as district sales representative for the state

of Michigan with headquarters in Detroit.

The 1926 fan catalogue of the Graybar Electric Company is now being distributed to the trade.

Frank J. Banfield will act as representative of the Trumbull-Vanderpoel Electric Manufacturing Company in New York State, with the exception of the metropolitan district. His offices will be in Syracuse.

A catalogue of the conduit fittings manufactured by the Erie Malleable Iron Company, Erie, Pa., under the name of "Kondur Fittings" is now available.

The Emerson Electric Manufacturing Company, St. Louis, has leased the seven-story building at Olive and Twenty-first Streets in that city as an addition to its present manufacturing facilities.

The F. W. Wakefield Brass Company, Vermilion, Ohio, has appointed Carl J. Frisbee sales representative in Ohio, Kentucky and Western Pennsylvania.

Dwight G. Phelps has been elected vice president in charge of sales of the Johns-Pratt Company, Hartford, Conn.

The American Circular Loom Company has appointed S. G. Cummings, 516 Packard Building, Philadelphia, as sales representative in Eastern Pennsylvania, the southern half of New Jersey, Delaware, Maryland and the District of Columbia.

G. W. Mears, formerly assistant branch manager of the Cleveland branch of United Motor Service, Inc., will represent the Jefferson Electric Manufacturing Company in their Ohio and West Virginia territory.

Edwards & Co., Inc., are distributing a new catalogue, No. 10, describing and giving the prices of their entire line of signaling devices.

Theatrical, decorative and spectacular lighting is covered in catalogue M of the Universal Electric Stage Lighting Company, Inc., of New York.